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**Mary-Anne de Freitas As Atitudes dos Residentes do Porto Santo
perante o Turismo**



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Dissertação apresentada à Universidade de Aveiro para cumprimento dos requisitos necessários à obtenção do grau de Mestre em Gestão e Planeamento em Turismo, realizada sob a orientação científica da Prof. Doutora Elisabeth Kastenholz, professora auxiliar do Departamento de Economia, Gestão e Engenharia Industrial da Universidade de Aveiro e da Prof. Doutora Elisabete Maria Melo Figueiredo, professora auxiliar da Secção Autónoma de Ciências Sociais, Jurídicas e Políticas da Universidade de Aveiro.

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O júri

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palavras-chave

Comunidade local, impactos socio-culturais, atitudes dos residentes, turismo sustentável em ilhas

resumo

O presente trabalho de investigação estuda as atitudes dos residentes da ilha do Porto Santo perante o turismo. O Porto Santo é um destino turístico secundário em comparação à ilha da Madeira e tem sofrido uma grande transformação turística no que diz respeito ao turismo desportivo, de negócio e ecoturismo.

Os objectivos do trabalho foram definidos com base no estudo de replicação feito na ilha da Madeira.

Uma revisão bibliográfica foi feita para mais facilmente compreender a singularidade do turismo, nomeadamente o turismo em ilhas e o turismo sustentável. Houve uma abordagem científica sobre as influências na comunidade local, os impactos sociais do turismo e as atitudes dos residentes perante o sector turístico.

Baseadas na discussão, as hipóteses foram estabelecidas e a parte empírica da tese sobre as atitudes dos residentes perante o turismo na ilha do Porto Santo foi testada.

Esta análise foi fundamentada no questionário efectuado na ilha durante dois períodos distintos durante o ano de 2004. O estudo recebeu 563 respostas válidas, que expressam informação sobre as variáveis demográficas, comportamentais, de conhecimento e de atitudes.

Estas variáveis foram analisadas e a relação entre elas estabelecidas para verificar padrões e as principais influências das atitudes dos residentes perante o turismo na ilha do Porto Santo.

keywords

Local community, socio-cultural impacts, residents' attitudes, sustainable tourism on islands.

abstract

The present research work studies the attitudes of the residents of the island of Porto Santo towards tourism. Porto Santo is a complementary tourism destination to Madeira and has undergone a Great transformation in what concerns tourism, offering new ventures in sport, business and ecotourism.

Firstly, the objectives of the study were stipulated based upon a replication study undergone on the island of Madeira.

A literature review was done to comprehend the particularity of tourism, namely based on island tourism and sustainable tourism. There was also a scientific approach to subjects as influences on the local community, socio-cultural impacts of tourism and the residents' attitudes towards the tourism sector.

Based upon the background discussion, the hypothesis was set and the empirical part of the thesis on the residents' attitudes towards tourism was tested on the island of Porto Santo. This analysis was based upon a questionnaire survey that was conducted on the island during two different time periods along the year of 2004. The survey yielded 563 valid responses, which expresses data on demographical, behavioural, knowledge and attitude variables.

These variables were all analysed and the relationships between the variables establishes so as to verify the patterns and main influences on the residents' attitudes towards tourism on the island of Porto Santo.

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CHAPTER 1

INTRODUCTION

Throughout the years tourism has grown to become one of the most important industries of the twenty-first century. After World War II tourism was considered to be a luxury practiced only by the wealthy. Along the years, the possibility of travel became a reality for other social classes up until the present. Today, the sector is one of the most significant in many countries throughout the world constituting a large percentage of the national income. As a result the sector is generally considered economically beneficial.

As such much importance is given to the economic outcome of tourism and the other negative or positive impacts of tourism are often neglected. Nevertheless nowadays more value is given to its environmental and socio-cultural impacts. However the resulting unwanted outcome is often not taken into account and as a consequence tourism in any given region may become distraught. Therefore the various impacts brought about by tourism must be taken into consideration.

This thesis defines objectives and describes the methodology adapted to study the socio-cultural impacts caused by tourism on the island of Porto Santo. Data was collected from the local community focusing on the residents' attitudes towards this sector.

This study complements the investigation of Martins in 2000 conducted on the island of Madeira. Therefore this research is a replication study. The Porto Santo Development Society and the Local Government has developed a few tourism projects on the island with the financial help of the European Union. Other than the evaluation of the socio-cultural impacts and the attitudes of the residents, a comparison of similarities and differences between the two tourism destinations is undertaken.

1.1.THE OBJECTIVES OF THE STUDY

This research aims at studying the attitudes of the residents of the island of Porto Santo towards tourism, its impacts and consequences. Considering this main objective, this investigation seeks to:

- examine the attitudes of the residents of Porto Santo towards tourism and its impacts;
- identify the factors that influence their attitudes; and

- develop recommendations for consequent destination planning and management for tourism policy, according to the results.

As in the study conducted to by Martins (2000), the residents' attitudes and their behaviour towards tourism are explored. Consequently it contributes to acquiring knowledge on the importance of residents' attitudes towards tourism on a specific tourism destination. It further suggests possible implications for tourism policy.

Attitudes towards different factors of tourism will be measured and further analysed according to specific underlying dimensions. For this purpose, four types of attitudes towards tourism are chosen:

- Attitudes to tourists;
- Attitudes to the tourism industry;
- Attitudes to economic impacts of tourism; and
- Attitudes to future actions related to tourism.

The questionnaire was the survey instrument chosen to collect the information needed to respond to the research questions and fulfil the objectives of the study. The information was analysed using descriptive and comparative statistics through the Statistical Package for the Social Sciences (SPSS).

1.2. THE BACKGROUND OF THE STUDY

Based on prior research, the present project is a theoretical and empirical discussion of the residents' attitudes towards tourism undertaken by several tourism authors specialised in this area. As referred to above, this present investigation is a replication study as conducted by Martins (2000). This study evaluates the reality of the residents' attitudes towards tourism and compares the results to the island of Madeira. Furthermore, this study will try to predict the differences in resident's attitudes within approximately a five year period for a possible future research. The comprehension of the attitudes of the residents of the island of Porto Santo may improve the tourism sector in the region through the quality of the service, conservation of the natural tourism attractions on the island, among others.

The questionnaire (Martins, 2000) used in this study is a revised version of the one developed by Davies et. al., (1988), further adapted to the reality of Porto Santo. It was used to assess and segment local residents with consideration to their attitudes, interests

and opinions about tourism. Ryan et. al. (1998), adopted the same questionnaire to compare residents' attitudes towards tourism development in two different areas and in different stages of the destination life cycle. Similarly, this study also proceeds in evaluating the same area destination in different stages of its life cycle.

There are many studies that involve the destination area of New Zealand in respect to social impacts, residents' attitudes and community participation (Mason and Cheyne, 1996). The present study approaches the same thematic areas of the investigation conducted in New Zealand. The islands are a complementary tourism destination to Australia. Therefore the literature review conducted by the authors can also be utilised in this particular study even though there may be differences between the destination areas of the latter study and the present one. The Doxey's irridex theory (1975) is commonly used to measure residents' attitudes and is adopted by several authors such as Mason and Cheyne (2000), Horn (2002), Tosun (2002) and Bramwell (2003). Thus this theory is used in this study. It analyses the attitudes of the residents in the stage of involvement. As well as the socio-demographic variables of attitudes through a value system in the initial stages of tourism development also attempts to evaluate its impacts.

However Lindberg and Johnson (1997) do not believe socio-economic variables to determine residents' attitudes. The authors focus rather on the importance of value systems and suggest a conceptual model based upon demographic variables that affect and predict attitudes indirectly through values.

1.3. THE STRUCTURE OF THE THESIS

The thesis is divided into two parts. The first part is composed of the central themes of the study. The theoretical framework of part one discusses the following themes: *"tourism"*, *"local community"*, *"socio-cultural impacts"* and *"residents' attitudes"*. The first half is elaborated to establish a better understanding of concepts of the tourism sector and its influence on the attitudes of the residents towards tourism on Porto Santo. The second part is a preparation for the main topic of the thesis: *"local community, socio-cultural impacts and residents' attitudes"*. The three topics mentioned above have a very strong bond. A local community distinguishes itself through its values, traditions and beliefs in which tourism is usually introduced and highly influential on the society. Consequently the participation of the local community is essential for the process of

development. The socio-cultural impacts are one of the results of tourism that if neglected can cause certain difficulties for the sector. The residents' attitudes are the views and perspectives on behalf of the host community towards tourism development and the policy that structures its success.

After a thorough literature review on the theme of the investigation, a more detailed description is given of the destination area where the study is conducted in terms of its geography, history and tourism.

The second part of the thesis deals with the methodological approach towards the realization of the study's objectives through the empirical research. The following section discusses the methods used for the assessment of the residents' attitudes and the analysis thereof. Within the methodological approach, the subsequent section is dedicated to the primary data collection procedure. In 2004 the first collection of data was conducted in this study. In the future another collection of data is possibly recommended to compare and conclude this investigation on the different stages of the destinations life cycle in tourism. The analysis through SPSS of the collection of data is done and the destination areas of Madeira and Porto Santo are also compared.

The thesis is divided into seven chapters which are divided into two parts. Chapter 1 to Chapter 3 is the theoretical part of the thesis. Chapter 4 to Chapter 7 is part of the empirical part of the dissertation. The seven chapters are presented in more detail and structured as designated below.

Chapter 1 is the introduction to the thesis where the objectives of the study are defined and the structure of the thesis is outlined.

Chapter 2 is based mainly on a literature review on tourism. Its definition and complexity is discussed as well as the various concepts related to the theme of the thesis. Syntactically, the global research background is related to the complex, multifaceted tourism development and management within a specific host community, its impacts and perspectives.

Chapter 3 focuses on the three interlinked topics that embrace the main theme of this project. The first part of this chapter is dedicated to the local community and its relation to tourism development. It discusses both negative and positive social impacts of tourism, the involvement in the planning process of the community, the types of community participation and the conservation of community structures. The second part on

socio-cultural impacts of tourism exemplifies a few case studies with corresponding specificities, methods of analysis and results. The third part deals with the residents' attitudes, its theories and models in the field, their evolution and major influences.

Chapter 4 presents the destination area of Porto Santo, where the study was conducted. General background information, data on tourism, its development and planning policy permits a brief and clear overview of the tourist destination in question.

Chapter 5 introduces the empirical study. It describes the approaches used for an adequate analysis of the topic considering its main objectives. A series of hypothesis are suggested, based upon the background discussion presented in part one of the thesis as well as on Martin's study (2000). This chapter presents the functionality of the central constructs, the type of information collected, the form it was collected, the instruments used, the sampling procedure applied, the validity and reliability of the data collected and the methods of analysis used to examine the hypothesis.

Chapter 6 is dedicated to the analysis of results and the test of the predefined hypothesis. Within this chapter a comparison is done of the results obtained between the destination areas of the Autonomous Region of Madeira, as well as a comparison between the results acquired in 2004. Furthermore it considers the study's limitations.

Chapter 7 concludes the study discussing briefly its results and presents recommendations for future studies related to similar research topics. The final conclusions of the research project attempts to fulfil the aim of the study focusing on the most important results of the analysis. A comparison of the conclusions that were taken in Martin's study on the island of Madeira with those found on the island of Porto Santo is also shown. A critical evaluation of the extent to which the objectives were reached is also presented.

CHAPTER 2

THE CONCEPTS AND PRINCIPLES OF TOURISM

This chapter focuses on the concept of tourism and its importance. It concentrates on concepts such as “tourism product”, “tourism industry”, “tourism destination”, “island tourism” and “sustainable tourism so as to provide a better understanding of its complexity.

2.1. THE TOURISM CONCEPT

McIntosh et. al (1995:10) define tourism as being the “sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors”.

Many definitions of tourism are given depending on the different points of views of various scholars. However due to its complexity there is no exact global definition of tourism that is agreed upon by tourism scholars.

Thus the World Tourism Organisation (WTO) defines tourism as comprising “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (McIntosh et. al, 1995:11).

Tourism is one of the world’s major industries, since its emergence after the Second World War (Murphy, 1985), with inbound tourism considered nowadays as one of the major trade industries, ranking as an export category fourth after fuels, chemicals and automotive products (UNWTO, 2010).¹¹ The reason for its existence is the tourist. The tourist causes development and requires product and destination planning, yielding the satisfaction of his or her needs, without perturbing the region but maintaining the basic attraction to where he or she may travel.

The origin of the word tourist comes from “tour”. As defined by the Oxford English Dictionary (1986:796) a “tour” is “a pleasure journey including stops at various places and ending where it began.” On the other hand, the Webster English Dictionary states that a tour is “a circular trip usually for business, pleasure or education during which

¹ UNWTO Tourism Highlights – 2010 edition (<http://www.unwto.org/facts/menu.html>, retrieved on 2010-10-20)

various places are visited and for which an itinerary is usually planned” (Murphy, 1985:4). Furthermore a “tourist” is known to be a temporary visitor, staying at least 24 hours either for leisure (recreation, holiday, health, study, religion, sport) or business, family reasons, for missions or meetings; while an excursionist is a temporary visitor staying less than 24 hours and, as stated by Murphy (1985:5), they “do not make an overnight stop, but pass through the country or region”. The World Tourism Organization (1995) defines tourists as people who “travel to stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year of leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. An international tourist “visits a country other than that in which he or she habitually lives in for a period of at least 24 hours” (IUOTO, 1963; Leiper, 1979, cited by Kastenholz, 2002:11). The domestic tourist practices tourism within the same country at a different place other than his home for a period over 24 hours.

In a holistic perspective, tourists are enclosed in what may be named the “tourism system” consisting of five components (Gunn, 1972; Leiper, 1979; cited by Kastenholz, 2002:12):

- ❑ “ People...with the desire and ability to participate;
- ❑ Attractions...offering activities for user participation;
- ❑ Services and facilities...for users supporting the activities;
- ❑ Transportation...moving people to and from destinations;
- ❑ Information and direction...assisting users in knowing, finding and enjoying”.

Mill and Morrison (1992:xv) characterises the tourism system into four major parts, namely the market (tourists), travel (transportation), destination (services, attractions and facilities) and marketing (promotion and information).

De Kadt (1979, cited by Ryan, 1991), states that tourism is typified in terms of two or more of the following characteristics:

- “The characteristics of a tourist – income group, life-style, educational background, etc.
- The characteristics of the tour – destination, duration, etc.
- Mode of organisation – individual arrangements, organised tour.
- Type of facilities used – mode of transport, type of accommodation, etc.

- Motivations for the trip – business, pilgrimage, visit friends, vacation, etc.
- Attitudes – attitudes towards the tourism experience and the value they attach thereto”.

Tourism is often defined in an economic perspective by many authors because it is responsible for bringing foreign capital into countries from all over the world, with the primary purpose of the promotion of economic growth in most countries. In fact according to latest UNWTO data (2010), the contribution of tourism to economic activity worldwide is estimated at some 5%, with the sector’s contribution to employment estimated in the order of 6-7% of the total number of jobs worldwide (direct and indirect). Yet the local community, their expectations, attitudes and daily routines, and the tourists arriving as different types, with equally different expectations, are important. Tourism is responsible for accommodating these two groups, their needs which constantly change and their demands which have to be satisfied.

Cater and Lowman (1994) state that tourism is a fashion industry, with specific products and life-cycles, based on specific constellations of supply and demand, influenced by the people’s perceptions, expectations, attitudes and values; therefore there may be cultural filters that change over time (Louw et.al, 1997).

Due to tourism’s level of influence and involvement at the destination, it causes economic alterations as well as social arrangements. This also manipulates the level of economic, environmental and socio-cultural impacts. A thorough analysis of the possible impacts is necessary to achieve the tourism development goals and potential benefits within a given society.

2.2. THE TOURISM PRODUCT

The definition of a tourism product may be based on the general definition of a product as “anything that a tourist consumes” (Payne, 1993 cited by Kastenholtz 2002:13) which are mainly services at the tourism destination.

The following features characterise a service (Kotler et al., 1999, Kastenholtz 2002:14):

- *intangibility*: a service cannot be touched or evaluated by its physical attributes. It can be risky and uncertain;

- *inseparability or simultaneity*: in purchasing a service, the production and consumption occur simultaneously. In other words, the person has to move to the place of production and the service is, in fact, an experience or performance. It is a simultaneous act, where the quality is evaluated by the interaction between the service supplier and the consumer;
- *variability or heterogeneity*: the service is heterogeneous depending on situational factors, the quality is difficult to control and the purchase may be uncertain and risky;
- *perishability*: services cannot be stocked, so if the service is not sold at that moment, it cannot be consumed at a later point in time. This creates a high risk for the service supplier;
- *lack of propriety*: the service does not have any sense of belonging to the consumer.

MacIntosh et al. (1995), correspondingly, emphasise that the consumption of a tourism product or service presents a higher risk and creates more uncertainty than acquiring a physical product. The consumption of a tourism product depends greatly on the situation and personal interaction. Quality (depending on training or experience, empathy and competence) is exhibited to the consumer through the environment where the client is located and interacts with the service supplier. However, this type of interaction is equally as important as the one which is experienced between the consumer and the residing community. The same authors (1995) characterise the tourism product as a high risk factor because quality cannot be guaranteed. High expectations may lead to dissatisfaction or disappointment. The tourism product has to rapidly adapt to the changing needs of the consumer so as to transmit an image of quality. The tourism product obligates the consumer to move to the place of production, where the environment is essential to give a good impression and once again transmit quality. It is a complex experience and integrates a great number of products. McIntosh et al. (1995) state that there is a broad classification of tourism products depending on the motivations of the consumer that may vary from physical, cultural, interpersonal and prestige motives.

Resuming different classification approaches, Kastenholz (2002:15) states that tourism products may be typified according to:

- “the number of participants in a trip;

- the mode of transport and the type of accommodation;
- the duration of the stay (i.e. weekend, main holiday, short break);
- the type of organisation of the trip (i.e. self-organised, full package) ;
- the market segment
- the quality / price level (i.e. luxury, medium, budget);
- the geographical scope of the product (i.e. domestic, regional or international tourism);
- the destination category and activities typically linked to it (i.e. beach, mountain)”

2.3. THE TOURISM DESTINATION

The tourism destination itself may be considered an overall place product (Ashworth & Voogdt, 1990, cited by Kastenholtz, 2002). According to McIntosh et al. (1990) the tourism system requires a tourism destination with tourism activities as a pull factor. The type of tourist visiting the tourism destination depends on the quality and diversity of the attractions available, present infrastructure and the planning and management of the whole tourism product. All of these factors will provide a satisfactory tourism experience for the various visiting target markets.

The definition of a tourism destination is uncertain due to its complexity. McIntosh et al (1990:102) consider a destination as “the focus of facilities and services designed to meet the needs of a tourist”. However it can be defined geographically to determine the tourist movement, its impacts and significance. Destinations comprise a core of components characterised by attractions, amenities (accommodation, food and beverage outlets, entertainment and other services), access (transport), and ancillary services (local organisations). McIntosh et. al, (1990) describe a tourism destination as being an amalgam, with distinct cultural appraisals, inseparable by nature and used by both the tourists and the residing community simultaneously.

Lundberg (1990) suggests that a tourism destination is “any geographical unit that can be viewed as having a common image” (quoted by Kastenholtz, 2002:16).

The evolution of tourism leads to the development of more diverse tourism products, but the tourism destinations are also affected by it. Destinations are dependent on their resources (both attractions and others) and the change that occurs over time, also

depending on the community's larger development. Destinations may be polyvalent and have a great diversity of tourism products to offer or they may be specialised in one type of tourism. Therefore a tourism destination may be considered to be very versatile and complex (Kastenholz, 2002; Dias, 2005).

2.4. THE "TOURISM INDUSTRY"

The tourism industry is the part of the tourism system that provides a complex supply of tourism products. The word "industry" is not interpreted in the real sense of the word. The tourism industry belongs to the service sector consisting of tourism products with a predominant intangible nature. As referred by Kastenholz (2002:17), the tourism industry can be considered as a "complex service-prevailing system of supply, including resources without price and beyond commercialisation". As stated by the same author (2002:18) the terminology "industry may apply due to the complexity of branches involved in the production process and its transforming nature".

The tourism industry seeks a healthy business environment with: financial security, a trained and responsible workforce and attractions of sufficient quality to ensure a steady flow of visitors – who stay longer and visit more often (McIntosh et al, 1995).

Gunn (1993) stresses the complexity of the tourism industry within the tourism system. The author emphasises three main sectors involved in the tourism industry: the private enterprises, non-profit organizations and the public sector, with systemic interdependencies.

2.5. TOURISM DEVELOPMENT

"Tourism is seen as a tool of development" by many tourism scholars (Haley et. al, 2005:649). There is, in fact, a strong relation between tourism and (particularly economic) development, as already seen in the mentioned UNWTO data (2010). A destination implementing tourism projects typically yields all generation of growth and development within a community. Tourism is usually seen as an income generator. However, it is a limited concept of its broader role and its impact on development. According to Louw (1990) development is the realisation of ambitions of a community and society for themselves and well being which may increase financial power, political independence and social renewal based upon cultural exchange and through the increased ability of the

individuals to influence their situation or surroundings successfully. The approach to development is multidimensional. The involvement of the local community determines the success and outcome as well as the impacts felt by the development in a particular destination. It is the result of an effective integration of societal factors as a whole, addressing the purpose or aspirations of people in a given situation.

Tourism has a broader impact on society besides the economic factor. It is considered a phenomenon that affects societal existence directly through economic dynamics, cultural change, modified societal expectation and the development of infrastructures. Indirectly, changes in education, social stratification, standards and quality of life also influence the societal existence (McIntosh et. al, 1995). Nonetheless the impact of tourism development on society should be considered as primarily indirect.

Tourism should be dealt as any external influence on society with proper evaluation, planning, implementation and control. Its nature of development reflects the nature of its reality and interactions at the destination level and demands local ownership, input and direction. Tourism development should be structured at an international, national, regional and local level. Policy arrangements facilitate the generation of input and participation at each level effectively. The trend, however, is to take control away from the local community as tourism progresses (Cater and Louwman, 1994). The result is that economic growth trickles down to the general population. The best option would be centralisation and unilateral decision-making among all entities influenced and involved by the tourism development. This new development approach is often unacceptable because of the insensitivity experienced towards the social aspects of development.

The main focus in tourism should be the community, as the main stakeholder affected by its development at the destination level. The community should develop the capacity to use tourism effectively and efficiently in their own reality. The promotion of the tourism destination, the management and redirection of specific tourism goals and consideration of community needs in the development process should be part of the capacity of a community. Participatory and integrated development has been accepted as a new paradigm achieving the potential benefits and limitations of tourism development at a destination (Cater and Louwman, 1994).

On the other hand, if this participatory development is not given, negative impacts may be felt by the community. Doxey's Irridex theory (1976) explains that development

that takes place in a tourism destination has various phases. The *level of euphoria* corresponds to the initial thrill and enthusiasm created by tourism development, which results in making the tourist feel welcome. The *level of apathy* demonstrates that, once tourism development is under way and the consequential expansion has taken place, the tourist is taken for granted and is seen as a source of profit-making. The contact between hosts and guests is done on a commercial and formal ground. The *level of irritation* is achieved when the industry approaches a saturation point, the hosts can no longer cope with the number of tourists without the provision of additional facilities. The *level of antagonism* then portrays the tourist as now being the harbinger of all ills. Hosts are openly antagonistic towards tourists and tourists are regarded as being there to be exploited. The *final level* shows that during the above process of “development” the host population has forgotten all they once regarded as being unique, the initial tourism attractors. In this accelerated development process, all tourism circumstances have changed. Negative social impacts have been comprehensive and complete and the tourists will move to different destinations (Mason and Cheyne, 2000; Horn, 2002, Tosun, 2002; Bramwell, 2003). The level of irritation generated by tourist-host contacts on the community may thus cause counter effects on the potentially beneficial development process initiated by tourism.

Another theory linked to tourism development is the destination lifecycle model suggested by Butler (1980), which is composed of five stages: discovery, involvement, development and consolidation, decline and rejuvenation or stabilization (Mason and Cheyne, 2000; Bramwell, 2003; Waite, 2003).

Both the models proposed by Doxey and Butler suggest a change in the attitudes of the residents towards tourism over time. Both models do not include a “pre-development phase” but mention that the attitudes of the residents are positive during the initial destination development phase (Mason and Cheyne, 2000).

Similarly, however not foreseeing the same negative social impacts as the before mentioned authors, Cooper et. al (1993) suggest that the tourism development process has a typical evolutionary scenario. The same authors (1993:98) describe it the following way: “a few tourists ‘discover’ an area or destination. In response to this discovery, local entrepreneurs provide new or special facilities to accommodate the growing number of visitors and, more importantly, to attract more. The public sector provides new or improved infrastructure to cater for the inflow of visitors. Finally, institutionalised or mass

tourism is developed, which is commonly resort based and sold as a package. It is based upon large volume production in order to exploit economies of scale in marketing, accommodation and transport, such as high payload factors for aircraft”.

There are, in fact, different approaches to the tourism development process, namely: psychological, sociological and socio-economic. Plog (1977, cited by Cooper, 1993: 98-99) explored the psychological approach of the development process. He attempted, through a psychographic analysis, to approach a rational explanation why the resort destinations follow a pattern of development, growth and decline. His theory divides the tourist segments into allocentrics (seeking all that is different from the norm, adventurous with little trip planning and reveal lower income levels), near allocentrics, midcentrics, near psychocentrics and psychocentrics (seeking familiar environments, unadventurous, need planning and reveal lower income levels). The sociological basis of development analysis, suggested for example by Cohen (1972) classifies the tourists normally according to their motivations and behaviours. The tourists can, accordingly, be classified as package tourists (demand western amenities, linked to rapid growth rates and usually restructuring the local economy) and independent tourists (adapt to local surroundings, with slow growth rates and often leading to local ownership). International tourism has also grown due to the social phenomena such as population growth, augmenting urbanization, growth of communication and information technology, leisure time and longer periods of holidays as well as world trade for business tourism and finally more availability and variety of transportation. Ultimately, the socio-economic basis of development encloses changes in factors as age, education, income levels and socio-economic background. All these factors influence people's attitudes towards tourism and, ultimately, its planning at the destination level (Cooper, 1993).

As a matter of fact, the nature of tourism development and its study cannot be reduced to a purely economic analysis, but the consideration of its total integration into wider development processes is important.

According to the Cater et. al, (1994) tourism should be considered a phenomenon that not only influences society, but also the environment in which it takes place. The industry contributes to development depending on the extent the potential contribution is optimised and managed properly. The possible implications of tourism development are underlined in table below.

Table 2.1. Economic and Social aspects of tourism affected by development

Economic aspects of tourism effected by development	Social aspects of tourism effected by development
The creation of job opportunities	Improvement in quality of living
Inflow of foreign capital and revenue	Values and attitudes of people are influenced and changed by tourists
Increase in the income and improvement of the standard of living of the general population	Influence on arts and crafts and indigenous culture
Diversification of exports in favour of the tertiary sector	Change of traditional social arrangements
Introduction of external aspects to promote economic growth and development	Geographical mobility
Upward pressure on prices	Social stratification
The income elasticity of the sector may lead to an over-concentration on tourism and not enough planning	Morality and patterns of behaviour
The often seasonal nature of tourism impacts on the stability of the market	<p>Social impacts of employment through tourism:</p> <ul style="list-style-type: none"> - Servile attitudes amongst the population with low paid employment with poor working conditions. - The seasonal nature of tourism may cause seasonal unemployment with the outcome of disruptions for people. - Outsiders may be attracted with the job opportunities, which may lead to conflict between them and the locals. - Social problems may arise with the drastic urbanisation due to the lack of physical and social infrastructure to accommodate the locals. - The employment opportunities should be people orientated, with a high appeal, stable and socially satisfying (Collier, 1989), quoted by Louw and Smart (1997).
	Consumption behaviour
	Uncertainty and stress”

Source: Cater et. al, (1994)

Socio-cultural issues resulting from tourism are significant to the development process. Many tourists have fewer and not intensive encounters with residents of the host country because they are frequently not motivated by intercultural interaction. The relation

between the tourists and the community predicts the intensity of the social impact of tourism. When trying to stimulate positive development outcomes, this impact should be anticipated, managed and planned for. Particular preparatory systems building levels of awareness and means of population orientation should be established. Tourism is often used as promotion for development.

Cater et. al, (1994) state that development is a driven purpose. The success of development depends on the extent to which the community benefits in fulfilling their political, economic and social aspirations. The residents need to acquire the capacity to assume their active role in the development process by controlling their environment. The same authors (1994) suggest tourism as providing a multi-dimensional context of development that needs to be managed appropriately for optimising the development needs of the society. The potential impact of tourism development must be enhanced by considering its economic and social purposes, however without destroying the natural and human resource base, thereby contributing to a sustainable type of progress (Cater and Louwman, 1994).

The concept of sustainable tourism has thus arisen in the tourism development discussion as a main concern. It is essential to apply it to the destination area and its implementation may be responsible for establishing positive residents' attitudes towards tourism, resulting from perceived community and overall benefits associate with this activity.

2.6. SUSTAINABLE TOURISM

The definition of sustainable development, suggested by IUCN – the World Conservation Union (1992), cited by McIntyre et al. 1993:10), considers it to be “a process, which allows development to take place without degrading or depleting the resources which make the development possible. This is generally achieved either by managing the resources so that they are able to renew themselves at the same rate at which they are used, or switching form the use of a slowly regenerating resource at one, which regenerates more rapidly. In this way, resources remain able to support future as well as current generations”.

McIntyre et. al (1993) state three main principles of sustainable development: ecological, socio-cultural and economic sustainability. Ecological sustainability ensures

that development is compatible with the maintenance of essential ecological processes, biological diversity and resources. Insular natural resource planning is dependant on the “history of the resource use, the propensity of the natural disaster and the fragility of the interlocking terrestrial and marine ecosystems” (McElroy and de Albuquerque, 2002:20). Social and cultural sustainability ensures that development increases people’s control over their lives, culture and values maintaining and strengthening the community identity. Economic sustainability ensures that development is economically efficient and the resources are managed so that they can support future generations (McIntyre et. al, 1993).

As far as sustainable tourism is concerned, Jordan Petra (2002) stresses the relevance of enhancing economic benefits. However, instead of emphasizing the numbers of tourists an area receives, sustainable tourism is concerned with optimising the overall benefits of tourism and minimizing any possible problems. The objectives of sustainable tourism enclose the natural, historical, cultural and other resources for tourism to be conserved for continuous use in the future, while still bringing benefits to the present society. Careful tourism development planning and management is undertaken so as not to generate serious environmental or socio-cultural problems in tourism areas, but as to rather maintain and even improve the quality of these resources. A high level of tourist satisfaction is also given, so that the tourist destinations will retain their marketability and popularity. The economic viability of tourism is thereby maintained and enhanced. Sustainable tourism requires that its benefits are widely spread throughout society, but primordially to the local community in tourism areas (Petra, 2002). A flexible monitoring system guaranteeing sustainability and assuring a strategic position is essential.

Pearce (1993) explains that enhancing overall economic benefits and generating benefits to local communities often overlap in terms of sustainable tourism concepts, development techniques and corresponding outcomes. Sustainable tourism development studies focusing on destination communities, considering concepts such as social equity, community involvement, regional planning, nature and quality of the experience for visitors, typically define sustainable tourism as providing satisfying employment without dominating the local economy. The natural environment may not be harmed, and should be architecturally respectable. The benefits of tourism should be distributed among many communities, not concentrated along the coast or scenic landscape (Lane, 1991).

Sustainable growth on island destinations, more specifically, requires, according to McElroy and de Albuquerque (2002), a stable staff in the planning department and interagency policy coordination, which is however absent in the most small-island governments. This may lead to “frustrating inertia of insular bureaucracies” (idem: 19). According to Kim and Uysal, (2002:290) small island destinations should create their own unique competitive advantages in order to compete effectively in the increasingly globalized world.

The context of an island destination must be considered or the result may be unfavourable. This may occur with the imitation of other competitive region’s strategies. A high level of seasonality is a typical problem that may appear, creating difficulty in maintaining the island’s economic viability (Kim and Uysal, 2002).

Sustainable tourism in an island tourism destination thus ensures the ongoing use of its limited resources that attract the tourists while satisfying the needs of the host community. The tourism destination will benefit for a long period of time rather than enter the phase of decline. Rapid development should ensure that there is a sufficient “labour force and a natural resource limit to the detriment of traditional uses” (McElroy and de Albuquerque, 2002:23). The alternative of decline of a tourism destination will bring devastating effects to its economic, political, socio-cultural and environmental situation.

2.7. ISLAND TOURISM

As Coccossis (2002:131) states “Islands constitute important tourist attractions throughout the world. Many of the world’s small islands depend on tourism. So the relationship of tourism and island development is very important”.

Island tourism is not a recent phenomenon and goes as far back as the times of the Romans (two thousand years ago) when they used the island of Capri as a holiday destination.

Lockhart and Drakakis-Smith (1997) state that since the early 1950s island destinations are highly fashionable. The authors refer to the recent decades as being periods of intense tourism development especially along the coastlands with hotels, villas, apartment constructions, roads, entertainment, marinas and shopping complexes. According to the same authors (1997) the period of the 1960s is known as an era of the

creation of the tour and package holidays from a wider variety of more exotic island locations.

Similarly Loukissas and Triantafyllopoulos (2002: 249) state that “by the middle of the twentieth century many small islands had a lost a major portion of their population and economic importance and were characterized as problematic areas due to the geographic isolation. Their smallness, isolation, fragile coastal environments, and rich cultural heritages turned into attractions for tourists”. According to Conlin and Baum (1995) particular island destinations may come into fashion and decline, but the special attractions of the island continue.

Kim and Uysal (2002) illustrate the advantages and disadvantages of an island as a tourism destination to show the opportunities and fragilities regarding sustainability (see table 2.2). Coccossis stresses that island destinations have to be thoroughly evaluated due to their vulnerability to competition and risks from economic disturbances (2002).

Table 2.2. Advantages and disadvantages of Island destinations

Advantages	Disadvantages
Unique location (novelty & exoticism)	Small scale
Natural Beauty	Remoteness (physical)
Weather	Isolation (psychological)
Culture and People	Weak and undiversified economy
Relatively stable political environment	Skewedness of resources
Sound macroeconomic management	Fragile ecosystems
Efficient social and economic monitoring	Lack of human capital
Timely data collection	Lack of social infrastructure

Source: Shaw (1982) cited by Kim and Uysal (2002)

Many islands are micro-estates with less than a million people and often are more vulnerable because of isolation that produces poverty and instability (quoted by Conlin and Baum, 1995). This definition encloses several characteristics of an island: small scale, isolation and weak economies (Marshall, 1991; Conlin et. al, 1995). All these characteristics play an important role in the reality of island tourism, its opportunities and its problems. These characteristics seem simple, but tourism also depends on factors such as its geographical nature (shape, size, permanence of the coastlines) and the impact of human intervention (thresholds of minimum and maximum size: overall mass and height,

minimum and maximum population limit, political and administrative contexts) as stated by King (1993, quoted by Conlin et. al, 1995).

Butler (1996) focused on two characteristics when discussing tourism development on small islands: difference and separateness. The island is a more attractive tourism destination based upon its difference in comparison to the adjoining mainland as well as the physical and political separateness. Elements of leisure, different climate, physical environment and culture also differentiate an island as a tourism destination in relation to the mainland. The geographical separateness often helps to preserve the islands historical and cultural distinctiveness (Lockhart and Drakakis-Smith, 1997).

According to McIntyre et al. (1990), small islands are attractive tourism destinations because of their beaches, coral reefs and sealife, lush vegetation, scenic beauty, mild sunny climates and friendly resident community. These attractions contemplate different climate, physical environment and culture that provide leisure opportunities for the tourist. Small island environments are also highly vulnerable to negative impacts of development and tourist usage. Adequate infrastructure is expensive to develop and carrying capacities are limited. These major influences on tourist destinations may be a result of promotion campaigns of island tourism organisations that may also provoke great negative impacts on the attractions (Butler, 1993, cited by Lockhart et. al, 1997).

Tourism is typically of greater importance economically to the islands than to the mainland destinations. It occupies a greater portion of its economic sector. Economic impacts have a greater significance on island destinations because their effects are more visible and more profound generating foreign exchange, investment and employment. It may reach a point of total dependence on the sector (Butler, 1993).

However, the economic opportunities available to small island societies may be numerous (jobs, income and infrastructure). Lockhart et. al (1997:3-4) confirm that “island governments and the private sector have long recognised the role that the tourism industry can play in economic diversification, particularly the creation of employment, skill training and the multiplier effects of foreign exchange earnings”. The industry therefore has become the fastest growing activity on island destinations and increased economic growth. However a careful analysis of the specific environmental characteristics of each tourism development site, to determine the carrying capacity and the most appropriate type and

level of development is essential. McIntyre et. al (1990) alerts that islands need detailed environmental and socio-cultural tourism planning. These problems are often ignored on an island destination, basically due to “the concentration of the tourism activity along the coastlines and to the absence of rigorous planning” (Lockhart et. al, 1997:4).

However, one of the major problems of island tourism is local autonomy, restricted to a heavy reliance on basic and intermediate imports. This dependency has an extremely intense impact on the domestic cost of living and the destination’s international competitiveness, linked to transport and fuel prices, inflation, exchange rate movements of foreign suppliers (McElroy and de Albuquerque, 2002:17).

Dualism is another problem frequently encountered in small island states, such as a “large-scale, integrated, technologically progressive export sector alongside a small-scale, fragmented, undercapitalised domestic sector” i.e. tourism versus agriculture (McElroy and de Albuquerque, 2002:19).

New future challenges for the island tourism planners are the creation of the diversified tourism products, such as special activity holidays (sporting activities i.e. trekking, golf) and business tourism that may produce a relatively large economic impact. These challenges also include avoiding mass tourism, which is associated to a typical from island attractions such as “sand, sea and sun” (Lockhart et. al, 1997).

2.8. TOURISM PLANNING

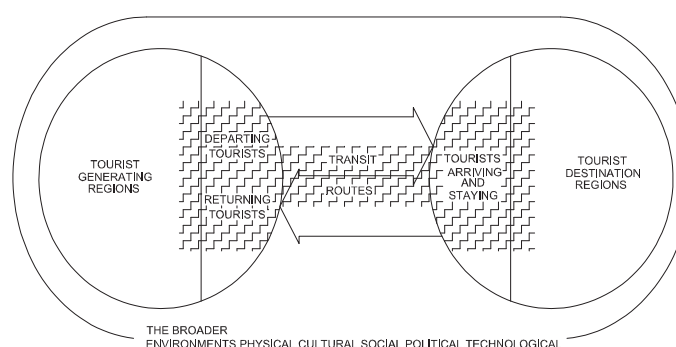
In order to achieve development goals, consideration should be given to the capacity of the tourism industry. In tourism planning and development the host community and the limited resources (both natural and cultural) of the destination are a priority. The host community is responsible for becoming active in shaping and directing its situation and needs in the duration and conclusion of the development process (Jordan, 2002).

The tourism industry is considered to belong to the tertiary sector as it provides a service. Tourism may have a claim over limited resources in a country and may have a particular potential for earning foreign exchange, increasing the national income, employment and regional development. Those communities and countries that opt to utilise tourism as a form of promoting development, have to establish how this industry will fit into the national, regional and local development plans (de Kadt, 1979; quoted by Louw and Smart, 1997).

A profound concern on the community's arrangements to facilitate a fair distribution of benefits and equality within the society of a particular tourism destination must be perceived or it will be criticised. This is dependant upon the national, regional and local policies as well as the respective political, social, economic policies and the application of corresponding development strategies. With the absence of planning, monitoring and active community and administrative intervention in the development process there might be great difficulty in the distribution of benefits to the population and in controlling the impacts. However, the local capacity to control tourism impacts is generally weak. This is due to the lack of trained personnel and organisation, mostly influenced by the strength of the interests of outside investors, which usually take over control very rapidly and on a massive scale with a prime concern regarding maximising the gross economic returns.

Nevertheless, successful and sustainable development depends largely on the perceptions and the experiences of the local people, as seen before. Planning for the sector of tourism within the national plan is essential to guarantee tourism sustainability to the destination and its society. Hence, tourism tends to influence development goals indirectly because it does not deliver products directly. Tourism planning in development and the implementation should be reconsidered in this perspective (De Kadt, 1979; Louw et. al, 1997).

Figure 2.1. The Tourism System



Source: Mill & Morrison (1989)

Gunn (1989) illustrates the tourist system based on the components of the supply and demand aspects through the relationship created between the tourist generating regions and the tourist destination regions (Louw et. al, 1997).

The complexity of tourism planning is determined by the destination's demand, the market, which is not a perfectly organised entity and difficult to manage from the destination's point of view. The organisation of the "overall tourism product at the destination (Middleton, 1989) is influenced by various supply factors. Planning for development has to be done on an integrated basis. Tourism planning integrates various sectors and it has impacts on the overall system, based on the interdependence of these various sectors. The development of all sectors will help improve the entire destination supply system, which positively influences the demand. There is a synergy amongst the sectors to achieve an optimally facilitating relationship, establishing a balance between economic and socio-cultural aspects.

Development does not only mean growth, but refers to an on-going learning process that includes adaptation and purposeful change capable of releasing new potential and requiring participation in planning and implementation. Integrated planning cannot be forced, though. Some legal measures may be taken to strengthen the position of different participants, such as the community members and public organisations (Gunn, 1989). This facilitates the public-private sector partnerships and community based initiatives. Sustainable tourism development may thus occur as a consequence of destination management and control serving development goals defined by this participative and integrated tourism planning process.

2.9. CONCLUSION

This chapter has concentrates on the concepts and principles of tourism in a social perspective. Tourism is in fact very complex. This chapter defines the tourism concept, tourism product, tourism destination, tourism industry, tourism development and tourism planning, suggesting sustainable tourism development, particularly goals for island destinations.

An individual feels a certain motivation or need to move from his / her place of residence, for diverse reasons, for more than 24 hours, originating in tourism. This

movement causes a distinct experience and (more or less) intensive interaction with the service providers and resident community at the destination, consequently leading to economic, socio-cultural and environmental impacts.

The complexity of tourism is seen in its nature as an overall perishable, variable, intangible and inseparable tourism product experienced at a specific location. In other words, the tourism destination is where the tourist lives an experience, based on the utility of any available resource facility or attraction, as well as based on personal interactions with residents and other tourists. The personal experience of the tourist determines the quality of the tourism product and it typically depends on the fulfilment of the high levels of expectation, implying a high level of both involvement and perceived risk.

The holistic view of development in tourism must be seen in a socio-economic and environmental perspective, given the destination's limited resources, and the concern about benefits and well-being of the resident community requiring participative processes. Sustainable tourism is correspondingly an ideal concept for tourism destinations aiming at continuous satisfaction of all the stakeholders involved. This is particularly relevant for island destinations where the sector may play a dominant role for economic and social development. Tourists often seek islands because of their attractions. These small states, often revealing strong traditions and culture enrooted in the host communities, experience particularly strong positive and negative impacts of tourism development. The relationship between tourism and development is thus considered here as an issue of multi-dimensional interdependence and interaction.

Planning in tourism, yielding the before-mentioned sustainable tourism development, encloses a broad number of aspects. It is essential to plan tourism as a long-term investment, to enhance benefits in all possible domains to the destination and to additionally control the negative consequences that may arise.

Briefly, tourism is a sector that can bring about many changes, but its development has to be planned and managed appropriately, because of its complexity and potential impacts on a wide range of other economic, social, cultural and environmental dimensions of the destination and its community, which may be both beneficial and detrimental in nature. Tourism is widely studied from the angle of tourist satisfaction but this thesis attempts to focus on the perspective of the host community, while simultaneously

acknowledging the need to create positive experiences and outcomes for all stakeholders involved, yielding sustainable development.

CHAPTER 3

LOCAL COMMUNITIES, TOURISM SOCIO-CULTURAL IMPACTS AND RESIDENTS ATTITUDES TOWARDS TOURISM

Chapter three has been divided into 3 sections: local communities, socio-cultural impacts of tourism and residents' attitudes towards tourism.

It focuses essentially on societies that inhabit planned tourism destination areas and their impacts. Emphasis is placed on the socio-cultural impacts that are related to the attitudes of the residents of a community. This chapter attempts to present their importance and relation to the tourism sector.

3.1. LOCAL COMMUNITIES

According to McIntosh and Goeldner (1990) the host community is the local people that perceive tourism as a cultural and employment factor through the interaction between visitors and residents, which can be either beneficial, harmful or both. A community is a social structure with its own life cycle, possessing ecological, institutional and normative dimensions, it may also be seen as a complex web of social bonds, but "fashioned by the large scale institution of mass society" (Kasarda and Janowitz, 1974 quoted by McCool and Martins, 1994).

Andreck et. al (2005) explains the social exchange theory as an interaction process where people seek something valuable and only engage in it if they see the reward and cost of the exchange, however the perception of each individual is different from another being them positive or negative.

"A community with a high level of tourism control and management would ideally have, among other characteristics, a broad-based and open democratic structure; an equitable and efficient decision-making process; a high degree of individual participation (including influence) in decision-making; and a high amount of local ownership" (Mitchell, 1998:2 cited by Mitchell and Reid, 2001:114).

The achievement of community-based tourism has been developed through the experience gained in various areas, i.e. Bali, Indonesia (McIntyre et. al, 1993:29) and Zambia (Inskeep, 1991).

Community involvement is considered as the “cooperation of local social and economic-development actors representing public and non-governmental institutions, local citizens and the business sector” (Loukissas and Triantafyllopoulos, 2002:251). Often, the local community become “the objects of development but not the subjects of it”, (Mitchell and Reid, 2001:114), which may lead to the deterioration and abandonment of many destinations.

Community attachment is “generally measured by the length of time living and / or having been born and / or grown up there” (Andreck et. al, 2005:1062). The attachment is negatively related to tourism attitudes yet this is not conclusive. Long-term residents are either more or less likely to be the recipients of the positive or negative results (Andreck et. al, 2005).

The local community has to feel important in the planning and development process. There are various types of community participation in tourism i.e. *rural tourism, village tourism, agrotourism and ecotourism* (Jordan, 2002). The same author (2002) states that governments are adopting more policies and programmes for local community participation in tourism. The three critical factors for the success of an integrated community participation process are: community awareness, community unity and power or control relationships (Mitchell and Reid, 2001:115). The community awareness encloses the “conscientization” (Freire, 1970, quoted by Mitchell and Reid, 2001:116) of the people towards the complexities and hypothetical impacts of the projected development. Community unity embraces the total sum of the social facts, for example, family, religion, and professional organization. Finally, the power can be redistributed but the specialized skills cannot. Therefore the abilities of the skilled craftsmen should not be neglected and there should be a more equitable share of the proceeds (Galjart, 1976 quoted by Mitchell and Reid, 2001:117). However power effects community unity positively or negatively.

Tourism destinations are usually an idea developed by an entrepreneur, government or firm in order to construct a competitive venture in the market where it is integrated (Mitchell and Reid, 2001, cited by Prideaux, 2009).

The participation of local communities in development, management and operation of major attractions such as national parks and archaeological historic sites has to generate equitable economic benefits to the communities and encourage its support for the

conservation of the natural cultural features not causing further environmental and social problems (Jordan, 2002). Jordan (2002) explains further when developing tourism in an area, the type of tourist (day visit or long duration) must be established and the programme must be adapted to local circumstances. The area should have convenient and safe accessibility by road, trail and boat. It must be clean with traditional layouts, building styles and materials. The practice of traditional dance and music, crafts, traditional agriculture or fishing techniques are interesting to the tourists. However, Mitchell and Reid (2001) quoted by Prideaux (2009) states that policies have to be developed so that the community may regain control over their resources. This can be difficult because of the need of technical expertise, managerial skills and access to finance. Nevertheless, the community should be involved in the programme to improve the living area. The tourism officials must meet with the area's governors and the community to discuss the programme before it initiates. The participation of the local communities in projects such as a coastal, mountain or health resort generates substantial benefits to the people (Jordan, 2002).

Capenhurst (1994) cited by Mason and Cheyne (2000) argues that it is in small spaces with well-defined frontiers acting as a destination where the host concern is usually found, especially when tourism development is seen as a threat. The small communities react strongly to development being it so visible, thus the size of the community is of great concern. Haley (2005:649) reinforces this statement by stating that the "majority of research on host perceptions of tourism development has addressed only small, rural and resort-type communities".

Tourism should be developed so that its supply of facilities, services and experiences are appropriate to the needs of the community, do not lead to environmental or socio-cultural problems, and so it meets the expectations of tourists. A coherent strategy provides tourist facilities and services sustainably and attracts and maintains the tourist markets (Jordan, 2002). In an island destination the main objective is to minimise seasonality for the benefit for the residing community such as Porto Santo.

There is a "variety of challenging issues and questions to those concerned with revitalization of the nation's smaller communities" (Long, 1991; Siehl 1990; cited by McCool and Martin, 1994:29). A detailed development programme for a local community includes a development strategy based upon the environment and availability of tourist attractions, potential supply of suitable accommodation facilities, access to the tourism

areas, availability of the local infrastructure, the desire of families to develop tourism and the potential national and international market demand, naturally done with the consent and involvement of the local community (Jordan, 2002). A viable tourism association that includes local households and businesses involved should be organised. Its responsibility is to assure standards of safety and hygiene; establish policies and programmes of protection and conservation of the environment, historic and cultural heritage, improve recreational and sightseeing facilities, provide better facilities for small and medium businesses, implement a marketing programme within those organised for the country or region. Finally, the same association should monitor the progress of the tourism development programme, make adjustments, solve problems provide for expansion and maintain sustainability (Jordan, 2002).

Other economic activities of the communities must continue and allow the local economies to be diversified and not be totally dependent on tourism.

Tourism gains the support of local communities if they are participating in it and the development of tourism in a community brings it many benefits. According to Besculdes et. al (2002:306) benefits are defined as “an improved condition or lessening of a worse condition to individuals and communities”. These benefits may be classified as environmental, personal, socio-cultural and economic.

Local communities suffer from tourism impacts that may have negative consequences that have not yet been mentioned, but are going to be discussed.

The same authors (2002:306) quote Driver et. al (1991) in describing socio-cultural benefits as the following: “learning, awareness, appreciation, family bonding, community pride, a firmer sense of ethnic identity, increased understanding and tolerance of others, and stronger cultural identity”. Matheison and Wall (1993) state that both hosts and tourists benefit allowing a cross-cultural communication that leads to a mutual understanding. Besculdes et.al (2002) further explain that there are two ways that a community can achieve benefits from tourism: firstly the host is exposed to the culture of the tourist that brings about understanding and tolerance and secondly the exposure of the host’s culture exhibits increased pride, identity, cohesion and support. It also generates benefits such as jobs and income, the increase of the living standards and quality of life of community resident. Simultaneously it benefits the overall national and regional economies. Through good planning, these community benefits should accumulate to all groups including

women and young people. Other benefits also arise such as improved local access and infrastructure, community social facilities and services, as well as enhancing entrepreneurial and skill levels of local residents. Tourism provides incentives and revenues to achieve conservation of local, natural, historical and cultural features as tourism attractions and resources. Community pride increases and the community maintain its local cultural identity and tradition if tourists appreciate the culture and environment experiencing their traditions. These are rapidly growing types of tourism markets (Jordan, 2002). The benefits are all positive socio-cultural impacts that are intimately linked to the local communities.

3.2. IMPACTS OF TOURISM

Tourism is normally recognized as economically important, offering an improvement in the quality of life. Tourism development causes consequences within a community that is divided mainly into three types of impacts: economic, environmental and socio-cultural.

3.2.1. Economic Impacts

The economic impacts usually are perceived positively in comparison to the social, environmental and legal impacts that portray negativity within a community (Tosun, 2002).

In tourism, the economy may be a phenomenon of social exchange. Leiper (1979) affirms that most tourism studies up until 1970 concentrated on the economic benefits rather than on the interaction between tourists and the host community. Only from the mid 1970s did the scholars concentrate on the relationship between the host and the guest and to the non-economic effects induced by this relationship (Leiper, 1979). The tourism policy and planning framework now anticipate many problems derived from the awareness of the social, cultural and environmental problems. The government is the entity that is responsible for tourism-related problems that influence the socio-cultural values of a society (Madrigal, 1994).

Among the economic, political, environmental and socio-cultural impacts of tourism, the economic impact has a long history in impact methodology (Leiper, 1979). Nonetheless the measurement of the environmental and the social impacts has not

progressed to the same extent as the economic methodology. Impacts should be classified from tourism-induced events and other change agents – the secondary and the tertiary effects. The tendency is to simplify and narrow the scope of investigation to be able to work the research into a manageable outcome (Matheison and Wall, 1993; Cooper and Archer, 1994). The evaluation of environmental and social impacts of tourism is difficult delays the development of impact methodology. Concepts such as “sustainable tourism development”, “responsible consumption of tourism” and “enhanced planning and management of tourism” are seen as resolutions, especially in pluralistic societies – tourists, developers, planners and environmentalists - determine the levels of tourism development.

According to Andreck et. al (2005) the economic impacts include tax revenue, increased employment, additional income, tax burdens, inflation, local government debt, increased cost of living, economic diversity such as the restaurants and hotels. However there are always “the positive economic impacts of tourism on the host communities, several deal with negative consequences” (Andreck et. al, 2005: 1058).

McIntosh et. al (2005) states that occupation and income patterns create a middle class, introducing different values, attitudes and social concerns. There may be social mobility following social improvements and new employment opportunities. Change in employment influence family relations from an agricultural society to a service society increasing the family income and decreasing the dependency on family members.

Changes in social structure, behaviour and roles may be induced. These socio-cultural changes cause economic impacts such as polarization of the population (Tosun, 2002; Haley, 2005). Polarization of the population encloses disproportionate growth of incomes. Those who are involved with transforming the traditional economy and the provisions of services for tourists get rich quickly; and have an increased concern for making money without acquiring skills. Polarisation and conflict may be two of the largest negative demonstrative effects. Tourists demanding commodities and tourist facilities provoke polarisation of the hosts beyond the economic capacity of the local residents with poor living conditions, hunger, unemployment and limited economic opportunities. The social norms may be different from the local customs originating in the young local people imitating the values and materialism of the visitors. This subjects the local population to irresponsible behaviour and inappropriate dress. Polarisation may import highly skilled

foreign workers from more developed countries filling the better-paying jobs. Resentment is felt by the natives towards the foreigners. The opposite is seen in the more developed countries where less-skilled immigrants take lower paying jobs forming a lower social and economic group, creating social problems (McIntosh et. al, 1995).

McIntosh et. al, (1995) acknowledges that employment through tourism also has unwanted side effects, such as the degradation of the social status of the agricultural workers, encouraging migration of the population and the breaking up of families (many young people demand freedom from their parents, there is a greater disregard for social norms such as respect for your elders and lost their close family bonds).

As a whole there are negative economic impacts that have indirect or secondary-tertiary socio-cultural consequences such as: tourism induced price increases (Mason and Cheyne, 2000; Haley, 2005), increased tax revenue (Mason and Cheyne, 2000) gambling (Tosun, 2002), economic welfare, purchasing power gaps between tourists and hosts (Tosun, 2002), and dependency on the industrial countries on the part of the members of the developing world (Tosun, 2002).

3.2.2. Environmental Impacts

The environmental impacts are usually related to protection and creation of parks and wildlife, destruction of wildlife, vandalism, litter, overcrowding, air, water and noise pollution (Andreck et. al, 2005).

McIntosh et. al (2005) states that tourism can influence positively the quality of life especially in the rural areas with urban infrastructure (water, housing, sewerage).

However, negative factors such as overcrowding occur where the tourist-resident ratio is very high and seasonality can cause stress on local economies and communities (Tosun, 2002; Haley, 2005). Access to shops, transport, beaches and specific tourist attractions may be subject to overcrowding, delays, queuing and, often, rises in short-term prices (Mason and Cheyne, 2000; Haley, 2005). There can be a gradual build-up of resentment, frustration and eventual aggression where residents' use or share facilities with tourists.

Carrying capacity should be taken into account when planning for sustainable tourism (Jordan, 2002). Carrying capacity is seen as a point beyond which further levels of visitation or development would lead to an unacceptable deterioration in the physical

environment and of the visitor's experience. Those impacts caused by tourism depend upon the volume and profile of the characteristics of the tourists (their length of stay, activity, mode of transport, travel arrangement etc.). The character of the resource (its natural features, level of development, political and social structure) is equally important as it determines the degree of its robustness towards tourism and tourism development (Matheison et. al, 1993; Getz, 1994; Archer and Cooper, 1994). The type of tourists can increase these problems. Some tourist groups are more insensitive than others towards the local cultures. Often the large low-income groups based on cheap package tours can bring particular problems. Certain volumes of tourist arrivals or types of tourist groups will be unacceptable to host communities in some locations (Smith, 1989).

The following negative environmental impacts may cause indirect or secondary-tertiary socio-cultural consequences: noise (Mason and Cheyne, 2000; Haley, 2005), litter (Mason and Cheyne, 2000; Haley, 2005), traffic (Mason and Cheyne, 2000; Haley, 2005), environmental deterioration (Mason and Cheyne, 2000; Tosun, 2005) and over development (Besculdes et. al, 2002).

3.2.3. Socio-cultural Impacts

Social and cultural impacts of tourism is defined as the ways in which tourism contribute to changes in value systems, individual behaviour, family relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations (Fox, 1977). In other words socio-cultural impacts are "people impacts" (Wolf, 1977), "they are about the effects on the people of host communities of their direct and indirect association with tourists" (Mathieson and Wall, 1993:133). According to Shields (1975:265), cited by Prideaux (2009) social impacts are "responses of social systems to the physical restructuring of their environment". The same author states that there are six types of social impacts: displacement, relocations, demographic, institutional, economic impacts and disruption to community cohesion and lifestyles. The socio-cultural impact is one of the types of impacts that surge within a society that is subjected to tourism development. Likorish and Jenkins (1997:76) describe a society as "a country, region or a specific region and to that group of people who collectively live in a location. Over a period of time, a society will develop its own

tradition, attitudes and a style of life, which may be more or less distinctive. It is this way of life, which is usually incorporated in the word 'culture'".

Culture is thereby defined as a combination of values, beliefs, symbols and technology of a group of people, or the learned behaviour associated with a common group; it includes symbolic language, tradition, handicrafts, art and music, history of the region (oral, written and landscape), architectural styles, clothing styles, food preferences, work and technology, legal systems, the role people play in social groups, educational and political systems, religion (expressed orally and in the landscape) race relations, leisure activities, etc. Culture is expressed both in the landscape, and in the way of life of a group within a specific area (Donald and Lloyd, 1989, cited by McIntosh, 1995). These elements of a society's 'culture' may be considered as the main attraction to the tourism destination.

The sociological and cultural impacts overlap one another to a large extent. McIntosh et. al (1995) states that the socio-cultural impacts are a joint result because there is difficulty separating the sociological and cultural impacts. Authors express these impacts as the contact between the host and visiting populations. However this is a very limited approach. The true socio-cultural impact of tourism encloses direct and indirect effects similarly to economic impacts, some detrimental and others beneficial.

Most studies in the last two decades concentrate on responses of the local population towards tourism impacts. These studies focus on single or small number of neighbouring communities. According to Cooper et. al (1996:94) "impact analysis has been descriptive by nature". Lickorish and Jenkins (1997) state that authors on socio-cultural impacts display negativism towards tourism development that like the economic non benefits, it should be viewed as problems which require management solutions. Planning for human development and their satisfaction is essential as it may not go away but intensify (McCool and Martins, 1994).

Studies on socio-cultural impacts on tourism have over the years established various factors that influence residents of the host community of a certain destination. Various authors stress the importance of the non-economic impacts of tourism. Tourism is often localised in specific areas, therefore the impacts are also localised. The size of the country, the multiplication of the tourism activity and simply the cultural and religious strengths are a wide range of factors that change society.

Research verifies that one of the consequences of international tourism in many “tourist countries” is the changing socio-cultural structure under the influence of tourism (McIntosh et. al, 1995). A homogenous community characterized by a particular response to the intense presence of tourism becomes diversified. Within the community, groups exhibit different responses to tourism thus the transformation of the socio-cultural structure of a society (Dogan, 1989; cited by McIntosh, 1995).

Social status and the differences in social class also influence the responses of the residents as reflected in Husbands investigation near the Victoria Falls in Zimbabwe (1989). Schulter and Vars study in Argentina in 1988 reflected that the local residents did not perceive strong economic benefits of tourism, but socio-culturally, the community benefitted positively. The study also identified a strong relationship between the level of economic dependency on tourism and the extent to which perceptions of the economic tourism effects were positive.

Ross’s study (1992) of the residents’ attitudes in Australia reflected the positive impacts on the economy and the negative impacts on the crime level and on housing. The residents had a lower level of friendliness towards the personal impacts due to variables such as education and participation in outdoor recreation. There were also a differential between residents with tourism education and those with none. Positive socio-cultural influence was considered a secondary impact. Perceived satisfaction of the residents of ongoing tourism development within the communities is also another factor of Ross’s study (1992). The extent of involvement of the residents within a community in public activities and services, environmental issues and their sensitivity towards tourism development is also seen as being very influent on societies (Perdue et. al, 1987).

In some studies tourism impacts were measurable and specific (Ross, 1992), and in other cases models were proposed to attempt to cluster and summarise these impacts. Davis, Allen and Consenza (1988) cited by Lindberg and Johnson, (1997) identified five clusters of attitudes towards tourism development with their study in Florida. Among the clusters there was a strong antitourism cluster but promotion was recommended to raise awareness of the benefits of tourism (King et. al, 1993).

Cooper et. al (1996:94) state that the “impact of tourism on any destination will be determined by a wide variety of factors, namely: the volume of tourist arrivals, the structure of the host economy, the types of tourism activity, the difference in socio-cultural

characteristics between the host and the tourists and the fragility of the local environment". McIntosh et. al (1995:168) state that "in reality socio-cultural impacts tend to contain a mixture of both positive and negative strands and these impacts affect both hosts and guests". Most of the literature however presents the detrimental socio-cultural impacts that according to the same authors (1995) are biased, but socio-cultural impacts on the tourist population as well as the host community can be both positive and negative. The difference in culture and the nature of the contact, it can be either detrimental or beneficial to the host population. Archer and Cooper (1994) consider that a large amount of variables have to be examined in order to evaluate tourism positive and negative impacts on the host community, i.e. carrying capacity, defined as the "level of tourist presence which creates impacts on the host community, environment and economy that are acceptable to both tourists and hosts, and sustainable over future periods" (Archer et. al, 1994:95). The length of stay, the characteristics of the tourists/hosts, the geographical concentration of visitors and the degree of seasonality all measure the carrying capacity that influences the host community (Cooper et. al, 1996).

Among all the impacts influenced by tourism the socio-cultural ones are the most difficult to be quantified. The socio-cultural impacts are of a high qualitative and subjective nature whereby the economic and the environmental impacts are of an objective nature. There is a great degree of difficulty in identifying whether the tourism sector is the main cause of socio-cultural impacts among other factors of influence.

The non-measurement of socio-cultural impacts may bring discontentment. Tourists may stop visiting or it may destroy the image of the destination that is costly to create. However discontentment and antagonism may be seen in the preplanning stage if insufficient or no attention is given to the views, susceptibilities and needs of the local communities, leading to frustration. Tourism is an abstract concept but the tourists are not and it can become the residents' resentment. Tourism development is not simple planners have to prepare long-term and host-guest relationships cannot be ignored. The type and scale of tourism development to the host communities must be determined therefore it is crucial to involve the host community in the planning and management process. In the concept of tourism planning, protection of the interests of the local community is as important as ensuring the long-term welcome and acceptance of tourists, both being strongly interlinked (Lickorish and Jenkins, 1997).

McIntosh et. al (1995) explains that tourism may influence a community individually or as a whole. Domestic tourism may also contribute to a destination and its local host population. The same authors (1995) explain that an individual as part of a community can change inferior feelings of residents by the exhibition of economic wealth of tourists and security. It also reinforces cultural traditions creating an ethnic identity for the needs of the host population rather than for tourist consumption. Tourism benefits to a society as a whole finally augments the socio-cultural integration at a national level. The differences in appearance, lifestyles and customs are diminished being exposed to new values, customs and traditions. Domestic tourism often helps the residents of a society learn more about their country, decreasing regionalism in a nation bringing about national unity. This type of tourism may also bring about an increase in educational diversification, knowledge of other areas, national values and developing respect for them. Tourism promotes progress and modernization through the exposure of attitudes and values. Domestic tourism improves facilities and services such as the quality of leisure experiences and the quality of life (McIntosh et. al, 1995).

Lickorish and Jenkins (1997) state that changes in society are imperceptible but cumulative. International tourism is a significant “change-agent”. Lickorish and Jenkins (1997) stresses that international tourism brings expectations, traditions and values into the host community for a very short time, but it may induce changes. Tourists are insensitive to local customs, traditions and standards offending unintentionally, rather than integrating themselves in the society, confronting it. A reaction on behalf of the community is inevitable. There are two forms of reactions: rejection or adoption. Rejection of the foreign visitors may occur just as the individuals of the community may adopt or imitate the behavioural patterns to constitute a social “demonstration effect”. The scenario may bring about limited carrying capacity and overcrowding obligating the population to make more infrastructures that may bring others counter-effects.

The socio-cultural impacts enclose the resurgence of traditional crafts and ceremonies, increased intercultural and community understanding, increased crime rates and changes in traditional cultures (Andreck et. al, 2005).

McIntosh et. al (2005) states that tourism may bring population benefits such as medical care, social assistance, schools and cultural institutions. Positive and negative values are introduced to the family, among the positive there is the importance of

education, health and knowledge (McIntosh et. al, 1995). Tourism may strengthen a family and give opportunities to women improving their status in the family and society.

McIntosh et. al (1995) state that foreign language arouses interest in learning another language to stimulate communication between the host and guest. Visitors after visiting a particular region will want to learn another language in order to improve the quality of future experiences. In turn the host community may learn languages in order to improve their economic conditions, which may lead to the loss of a native language and influx of tourist languages (Besculdes, Lee and McCormick, 2002). In Europe, the central and western Europeans usually speak two or three languages due to the large amount of interaction among them and the exposure to a large number of cultures, while in southern Europe and the United Kingdom; the host community usually learn another language depending upon the language most prevalent among tourists.

There may be changes in the social structure, behaviour and roles, which is indicated by the authors Lloyd and Donald (1989) quoted by McIntosh et. al, (1995) Among these changes there is namely the breakdown of the family (Mason and Cheyne, 2000; Tosun, 2002), development of the attitudes of a consumption-orientated society (Tosun, 2002; Besculdes et. al, 2002) and incidence of phenomena of social pathology. In the breakdown of family, there is more divorce and excessive sexual freedom (Mason and Cheyne, 2000; Tosun, 2002). The development of the attitudes of a consumption-orientated society and incidence of phenomena of social pathology include prostitution (Ryan, 1991; McIntosh et. al, 1995; Tosun, 2002), drug-abuse, alcoholism and delinquency (McIntosh et. al, 1995).

Conflict usually arises when the socio-cultural differences are experienced between the host community and the tourists. Numerous qualitative parameters may result from the resilience of the host community to accept tourism, namely: the socio-professional structure of the local population; the level of education and knowledge of tourism; standard of living and strength of existing culture and institutions (Besculdes et. al, 2002).

McIntosh et al. (1995) mentions that sex tourism is not a new phenomenon. Nowadays it is becoming more common. The early European tourists were motivated by liberal attitude towards sex in some of the Third World countries often visited. However AIDS has slowed down the rapid growth of this tourism segment. It is questionable whether tourism created the social disruption associated with the sex trade or whether this

trade has stimulated the tourism market. The authors state that in many tourist-generating countries the growth of paedophile activity is highly outlawed, but can only be pursued under international tourism. This sort of tourism associated with this concept is short-lived in the current world sexually transmitted diseases. There is however destinations that solely live sex tourism and this should not be ignored.

The link between crime and tourism is hard to establish, finding it difficult to see if it increases simply because of the increased population density or whether it is more specifically associated with tourism (Matheison and Wall, 1993). McIntosh et. al (1995) concur that the presence of a large number of tourists will give rise to the increase of illegal activity among some drug trafficking, robbery and violence. Tourists are sometimes obvious victims because they are clearly identifiable by their language or colour and usually are known for carrying large portions of money (Ryan, 1991; Mason and Cheyne, 2000; Tosun, 2002; Haley, 2005). Gaming activities such as the building of casinos must be maintained and controlled because tourism is sometimes associated with this type of activity and encourages spending money and inducing detrimental behaviour to social cohesion (McIntosh et. al, 1995). Crime is also an unwanted side effect related to tourism and interlinked to three factors as suggested by Loeb and Lin, quoted by Lloyd and Donald (1989), cited by McIntosh et. al, (1995) namely a increase of population in the peak season. The creation of targets and congestion; the differences in income between hosts and tourists encourage theft; and the location of resorts close to an international border attract migrants, increasing expenditures for law enforcement, and monetary losses for business.

McIntosh et. al (1995) and Mathieson et. al (1993) state that diseases can often be transported and transmitted by visitors to destinations where to the host community is unknown. McIntosh et. al, (1995) declare that non-fatal diseases can cause social and economic stress to the host population who are less immune to them than the tourist population. The unplanned rapid tourism growth can lead to infrastructure failures that lead to health hazards (McIntosh et. al, 1995). Physical and mental health is essential for the tourist and their travelling experience (Matheison and Wall, 1993). Tourism may bring better awareness of health problems and good hygiene to the local residents (Lloyd and Donald, 1989; quoted by McIntosh et. al, 1995).

Cohen (1988) quoted by McIntosh et. al (1995) categorises the key themes that characterise host-tourist interaction as: commoditisation, staged authenticity and alien tourist experiences.

Commoditisation is where tourism demand leads to the mutation and destruction of the meaning of cultural performances and events. It is a long-standing criticism related to tourism's effect on culture and art (Matheison and Wall, 1993; McIntosh et. al, 1995). The rituals, ceremonies and crafts of a host community are exploited through the abbreviation thereof as well as making it more colourful, more dramatic and spectacular. It captures the attention and imagination of the tourist whom has neither knowledge nor experience thereof. Culture often becomes a commodity for financial transactions that are not objective. Local demands are often ignored by those with a different culture a tight schedule and fixed time budget, such as the tourist. However it can also be the foreign demand that enriches and / or preserves decaying and dying skills and performances. There is the loss or deterioration of traditional art and culture in commoditisation.

The increasing demand for art objects changes its` the form and function. The need to increase production accounts for the loss of precise workmanship. The impersonal nature of the tourist decreases the spiritual significance of the artists work. Art is also produced according to the taste of the tourist. The increased demand has led to the misrepresentation of the age or authenticity of objects, resulting in a large number of false art and craft (Matheison and Wall, 1993).

Cultural activities may be cut short and therefore loses its authenticity. Entertainment loses its value as an example of cultural heritage, when performed at hotels manipulating the authentic hosts' tradition and events to perform according to the schedule and taste of the tourist. Folk, religious or secular ceremonies and artistic productions are a material advantage and the local population make a concession to commercialisation, which transforms their values into merchandise (Besculdes, Lee and McCormick, 2002; Tosun, 2002).

The language of the local speaking people can give them a sense of inferiority and the natives adopt the language spoken by the tourist, replacing their own. Religion also induces travelling often changing the traditional forms of it and creates problems within the host community (McIntosh et. al, 1995; Besculdes et. al, 2002).

Staged authenticity is where “pseudo events” are presented to satisfy tourists’ needs for new “simulated” experiences (Cohen, 1988 quoted by McIntosh et. al, 1995). The climatic, environmental and cultural differences are also considered to be the local cultural heritage. It is an object of promotion to attract the attention of more tourists and differentiate the tourism product. Although positive through the greater awareness of the cultural differences and a greater empathy between the hosts and the guests, it may also expose a deeper level of the sociological structure and therefore may put it at risk of further “contamination”. This is staged authenticity or acculturation (Smith, 1989; McIntosh et. al, 1995). There are ways of differentiating the tourism product that may give the tourist sufficient cultural exposure to satisfy their demands while conserving the true cultural identity of the host population. Staged authenticity may be when the host population stages a more realistic performance of their cultural heritage than existed before, ensuring that the tourist does not influence it. Culture may continually run through a process of being invented and reinvented and conclusively so defines all culture is staged authenticity (Macintosh et. al, 1995).

Alien cultural experiences of tourists examine the apparent inability to enjoy meaningful cultural experiences without travelling to different environments. The experiences are the apparent inability of tourists to participate or enjoy meaningful cultural experiences within their home environment (McIntosh et. al, 1995). The tourists search for the reflection or the alien experiences whereas the desire to experience climatic and environmental experiences is unwillingly accepted. Nevertheless tourists seek different cultural experiences from their own.

Other negative socio-cultural impacts that arouse are: materialization (Tosun, 2002), rapid way of life (Mason and Cheyne, 2000), xenophobia, conflict, assimilation (Besculdes et. al, 2002), change in traditional family values (Mason and Cheyne, 2000; Tosun, 2002), cultural commercialisation and artificial reconstruction (Tosun, 2002; Besculdes et. al, 2002), prostitution (Ryan, 1991, Tosun 2002), socio-cultural differences (Tosun, 2002), loss of native language and influx of tourist languages (Besculdes et. al, 2002). The negative impacts stated above may be known as indirect or secondary-tertiary socio-cultural impacts.

Conclusively, tourism may however not only bring about negative socio-cultural impacts within a community. Planned tourism may come to respect the physical and

human environment through: a method of developing and promoting certain poor or non-industrialised regions, where traditional activities are on the decline. The industry provides an opportunity for the community to conserve tradition and lifestyles from tourism may provide stability (Mason and Cheyne, 2000; Besculdes et. al, 2002), the income (Mason and Cheyne, 2000) and employment opportunities (Ryan, 1991; Mason and Cheyne, 2000; Haley, 2005). It may also accentuate the values of a society, giving growing importance to leisure and relaxation (Haley, 2005). Activities that demand a high-quality environment ensure long-term conservation of areas of natural beauty that has aesthetic or cultural value with proper management. Tourism may renew local architectural traditions respecting its regional peculiarities, ancestral heritage and cultural environment; as well as contributing to the rebirth of the local arts and crafts and of traditional cultural activities in a protected natural environmental setting. The revival of the social and cultural life of the local population reinforcing the resident community, encouraging contacts within the country, attracting young people and favouring local activities (Lickorish and Jenkins, 1997).

Control measures can be adopted to try and avoid the negative change in an area. (Donald and Lloyd, 1989 cited by McIntosh et. al, 1995) through rationing host-guest contact limiting the carrying capacity of the destination and regulating the tourist flow. Programmes may be developed to enhance to tourism's contribution to intercultural communication and interaction (e.g. matching tourist types with destinations characteristics; host programs offered by local residents, "goodwill" ambassador tourist education). Human resource development and training programs should expand to all components of the tourism system to include social skills (interpersonal relations, intercultural communications and networking/referral tactics); designing community education programs and citizen involvement programs on tourism development, policy and regulatory issues.

The three broad aspects to developing a management strategy are: the opinion of the resident population to any proposed development should be incorporated into the planning process; representative opinions of the current impacts of tourism be surveyed continuously; and copy other countries experiences for longer term guidance in tourism (McIntosh et. al, 1995).

The table below shows these different benefits and costs of the socio-cultural impacts of tourism that have been explained in more detail in the dissertation.

Table. 3.1. Social and Cultural Impacts of Tourism

Benefits	Costs
1. Creates a new medium for social change and multicultural understanding.	1. Physical presence of tourists – saturation, competition for limited resources.
2. Demonstration effects – encourages adaptation to realities of modern life and works toward improving the host country's environment and lifestyle options.	2. Demonstration effects – inappropriate alien commodities/life-styles; hosts model themselves after tourist behaviour, which is temporary and lacks normal constraints, builds unreasonable economic expectations, youth susceptibility; changes structure of rural life; encourages migration; changes in social structure, roles of women, community cohesion, demographics and institutional membership.
3. Promotes knowledge and use of foreign languages.	3. Resentments due to expatriate presence – e.g., technology, alien food / drink tastes, foreign managers, specialists, etc.
4. Improves motivation and conditions necessary for better health, disease control and sanitation.	4. Increase in socially disruptive behaviour – i.e. crime, prostitution, alcohol and drug abuse, hawking, etc.
5. Stimulates cultural awareness and exposure through first-hand observation and participation (e.g., handicrafts, gastronomy, the arts, history, technology, architecture, social institutions, dress, leisure lifestyles, etc.).	5. Disguised form of colonialism and imperialism – e.g. economic dependency, multi-national control and manipulation, misuse of local residents.
6. Opportunity for intercultural communication.	6. Promotes immoral behaviour – i.e., sexual liberties, hedonistic behaviour, gambling, loosening of religious traditions.
7. Renaissance of native craftsmanship, art forms, distinctive life-styles.	7. Native language changed or used less.
8. Produces personal benefits for the tourists – i.e., <ul style="list-style-type: none"> - Psychological - Physical - Interpersonal (between tourists and tourist/hosts) - Cultural - Business and professional development. 	8. Tourists induce pollution and transmit disease to the host community.
9. Provides unlimited opportunities to develop authentic attractions, thus enhancing pride in the host's ethnic, racial, artistic, and similar cultural origins.	9. Inappropriate cultural changes – adoption/homogenisation of “weak” to “strong” culture – i.e., strong materialistic, culture drift.
10. Attracts permanent residents to a destination for employment or retirement reasons, thus providing a more stable population base.	10. Disappearance of traditional art and craft forms by replacement with mass-produced replicas.
	11. Reduces host culture to commodity status, violates hosts cultural rights, and creates contrived attractions.
	12. Promotes cultural ignorance- e.g., manipulate authentic host traditions and events to conform to tourist time schedules, taste etc.; use of foreign design/furnishings in hotels, restaurants and public spaces.

Source: compiled by Donald and Lloyd (1989) quoted by McIntosh et. al, 1995

3.3. RESIDENTS' ATTITUDES

This section of the chapter gives priority to the residents' attitudes towards social impacts and consequences of tourism. The main focus is the importance of the residents' attitudes towards tourism. Irrespective to the form that tourism is introduced or developed in any given community, the residents are the main players and there is a great dependence and influence on the success or failure of the industry (Haley et. al, 2005). Various theories will be discussed related to the residents' attitudes to the sector relating it to the social impacts as well as the community.

The word "attitude" has a technical meaning to social psychologists and consumer behaviourists, while in tourism it is better termed as an opinion (Williams and Lawson, 2001). Attitudes have been defined as a state of mind of a person toward a value or a predisposition towards a specific factor in their environment (Getz, 1994). Attitudes are reinforced by perceptions and beliefs of reality are closely related to deeply held values and even personality so unlike opinions, attitudes do not change rapidly.

Many researchers structure attitudes into three categories:

- The cognitive (perceptions and beliefs);
- The affective (likes and dislikes, based on evaluation);
- The behavioural (actions or expressed intent).

Murphy (1985) specifies that the way that a community responds to the opportunities and challenges of tourism depend on a large extent on its attitudes towards the sector. Attitudes are considered to be personal and complex variables. The attitudes of the residents are considered to be critical to obtain a successful tourism operation and sustainability depends heavily on their goodwill (Jurowski et. al, 2004).

Getz (1994) explains that attitudes are generally known to be good predictors of behaviour; however there are many contradictory opinions. The factors that influence the residents' attitudes are described at the economic, socio-cultural and environmental impacts. The favourable impacts are known as *benefits*, while the unfavourable impacts as *costs* (Jurowski et. al, 2004). The word "perception" (Ap, 1990) rather than attitude is often the overall preference between many scholars, defining it as "the meaning attributed to an object." Residents attribute meaning to impacts of tourism without having knowledge or enduring predispositions. Nevertheless besides the impacts there are other factors that influence the attitudes of residents towards tourism such as distance of a tourism centre

from the respondent's home, involvement in the decision process, level of knowledge about the industry and the level of contact with the tourists (Andreck et. al, 2005).

Various models and approaches have been developed over the years to try and explain the relationship between the impacts of tourism and the attitudes of the residents towards this sector. It is still considered to be underdeveloped.

The majority of the research in this area since the mid-70s occurred when tourism was already considered to be economically important (Jafari, 1979). The research was done in the form of "snapshots", in a particular time and location. The perceived impacts on host communities and their attitudes to tourism's growth were the focus of much of this research in this period. Research tries to find relationships between particular local views and certain aspects of these communities, such as demographic factors (Gursoy, Jurowski and Uysal, 2002; Jurowski and Gursoy, 2004; Gursoy and Rutherford, 2004), dependency on tourism (Smith and Krannich, 1998) and proximity of residence to this development (Mason and Cheyne, 2000; Teye, Sirakaya and Sönmez, 2002; Jurowski and Gursoy, 2004; Gursoy and Rutherford, 2004; Haley et. al., 2005). Early research began with Doxey's irritation index or an "Irridex" (1975). Smith's development evaluation (1978) explained "waves of tourist types" and his seven-stage model to expand the understanding of community impacts" (Tosun, 2002:233). Jafari's "tourism advocacy platform" appeared in 1990. Doxey's index indicated that with the increase in the number of tourists, the resident populations react with increasing hostility towards the tourists, and the population passes through stages from euphoria to antagonism (Mason and Cheyne, 2000; Horn, 2002, Tosun, 2002; Bramwell, 2003). Most of the research in the 70s, 80s and 90s has been an attempt either to contradict or support this theory (Mason et al. 2000).

Both Doxey (Irridex) model and Butlers' destination lifecycle theory (1980) granted attitudes and community reactions to tourism development a degree of homogeneity. However authors have reported heterogeneity in community responses and diversity of resident attitudes (Husbands, 1989; Ap and Crompton, 1993; Ryan and Montgomery, 1994). They further imply that in an area with high density of tourism and supportive residents there are several perceived negative impacts, including high property prices and traffic congestion. Hall (1994) and Joppe (1996) support heterogeneity reporting that communities do not necessarily have shared interests and are made up of groups or

individuals with very mixed views. Nonetheless studies show that people employed in tourism should have a positive attitude towards tourism (Haley et. al, 2005).

Furthermore the models of Doxey (1975) and Butler (1980) imply a change in the residents' attitudes to the involvement in tourism over time. In studies that have been done over a long period of time (Johnson, Snepenger and Akis, 1994) and repeated studies in two different time realities (Getz 1978, 1992), the findings show general support for tourism, but a greater degree of negativity has become evident in the later stages of the studies. (Mason et al.1996)

The first approach that initially appeared was *Doxeys "Irridex" model* (1975). This model suggests that residents' attitudes towards tourism begin with "euphoria", passing through "apathy", "annoyance" and "antagonism", as the perceived costs outweigh the real or expected benefits (Mason and Cheyne, 2000; Horn, 2002, Tosun, 2002; Bramwell, 2003). Perdue et. al (1990) conclude this model suggesting that residents attitudes towards tourism in the beginning of development are mostly favourable. Later after a threshold support towards tourism usually declines. This is not always the situation as these communities with a large experience in tourism often develop mechanisms to accommodate inconveniences, which implies that the attitudes of the residents remain positive as time continues.

Butler's more complex model (1975) defends that the potential for a community holds both negative and positive attitudes along with active and passive support or opposition. The attitudes of the residents include the political reactions to the sector, the influential role of small interest groups, the direction of the attitudes being flexible in response to changing conditions and perceptions (Mason and Cheyne, 2000; Bramwell, 2003; Waitt, 2003). Murphy (1985) supports this model in his study that found distinct attitude differences among different groups.

Although Doxey and Butler's models did not show a "pre-development" phase, it did suggest that attitudes were positive during any destination development phase. The residents show more preoccupation with changes in their way of life than with the costs and benefits of tourism. On the contrary, the tourists were not directly seen as responsible for negative effects, but were responsible mixed attitudes towards tourism. The residents also feel powerless in the decision process (Mason et al. 1996). Waitt (2003:197) confirms

that “resident responses to impacts are simply too differentiated by the societal and temporal context”.

The “*social exchange theory*” (Getz, 1994; Teye, Sirakaya and Sönmez, 2002; Kayat, 2002; Waitt, 2003; Jurowski et.al, 2004) is probably the most promising approach. The residents evaluate the expected benefits and costs, in exchange for resources and services. According to Waitt (2003:195) this theory “accounts for divergent resident evaluations of tourism impacts”. Jurowski et. al (2004:297) explains the theory as the “relationship between and among the perception of the benefits, costs, impacts and support for tourism”. This theory may also be defined as individuals that engage in exchange, if value is given to the resulting rewards. The exchange is likely to produce appreciated rewards and perceived costs do not exceed perceived rewards. Fundamentally this theory concentrates “on the extent to which residents receive something for the imposition the industry places on them” (Haley et. al, 2005:650). The positive attitudes of the residents towards tourism increase when they perceive that the rewards outweigh the costs. The residents’ attitudes are generally balanced and satisfactory as one of the proposals of hypothesis. The hypothesis: “rationality” (reward seeking), “satisfying” (satisfying minimal aspirations), “reciprocity” (mutual gratification) and “justice” (fairness or equity). As long as the residents obtain improvement in their economic and social well being, the evaluation of tourism is positive. The acceptance of tourism outweighs the negative results. The residents have a spatial and temporal tolerance. However they may feel negative towards the sector (Waitt, 2003). These negativities may depend on the willingness of the residents to support “infrastructure costs, extending friendliness, courtesy and hospitality to tourists and tolerating inconveniences” (Waitt, 2003:196). Perdue et. al (1990) quoted by Getz (1994) concluded that most research on the attitudes and perceptions studies researched differences in perceived impacts of tourism among resident types. Most studies have revealed that there is little difference in perceived tourism impacts among the various socio-demographic groups.

Pearce et. al (1996) criticises the methodological approach and interpretation of findings of residents’ attitudes stating that generalisation is superficial. This conclusion derives from one of the studies conducted by the Ministry of Tourism in New Zealand.

According to the study of Mason and Cheyne (1996), the studies of resident attitudes to tourism development tend to fall into two main groups: the relatively large-

scale project enclosing a number of locations or the small-scale in-depth research for a specific region. Most residents support tourism because there is tolerance for the increase in numbers. The residents see job creation, better incomes, increased civic pride, support for heritage preservation, increased facility provision, and the opportunity to meet new, interesting people as positive benefits for tourism. However the residents also perceive negative impacts such as congestion, price increase, more noise, litter pollution, the introduction of a more rapid way of life and moderation of community values.

The theory also shows that the contention that people who benefit from tourism, perceive greater economic and fewer social and environmental impacts from tourism than those who do not benefit (Williams and Lawson, 2001). Those who work in tourism are most aware of the sector while those on the outskirts are less influenced by it and seldom have contact with tourists. One of the factors that mostly influence the resident's attitudes towards tourism is the economic benefit: those that receive greater economic benefits may favour tourism more than those that receive few or no benefits (Perdue, Long and Allen, 1990). Employment (Mason and Cheyne, 2000; Haley, 2005) and economic dependency on tourism (Teye et. al, 2002) are also other influential factors. Dependency leads mostly to positive attitudes towards tourism and motivates dislocation to the destination area.

Perceived positive impacts of tourism are much more closely related to personal benefits than are the perceived negative impacts (Mason and Cheyne, 2000). Support for additional development is positively related to personal benefits and to perceived positive impacts. A public relations campaign may increase local support for tourism improving its image among people who do not benefit directly (Besculdes, Lee and McCormick, 2002; Jurowski and Gursoy, 2004).

Some authors concentrate on factors such as costs and benefits when attempting to evaluate residents' attitudes. Different results were obtained depending on the areas of study. Wilkinson and Murray (1990) examined the factor known as the *insider versus outsider attitude* that relates to the permanent and seasonal residents. The same authors (1990) state that permanent residents have a positive attitude towards the sector with the creation of jobs and recreation, negative attitudes nevertheless are shown towards the changing lifestyles, traffic and higher taxes. Leisure has revealed resident-visitor competition resources and appreciation of tourism-related opportunities as impacts on

residents. The studies however have concentrated more on the costs and benefits than on attitudes.

The attitude of the tourists towards the local community visited also affects the attitude of the residents. The age of the tourist predicts the type of tourism visiting the destination. Plog's allocentrics or Smiths explorers and elite travellers suggests that the more educated visitors are the more adventurous and independent vacationers. The income levels also influences the decision to travel, the choice of destination, the type of activities to do and the mode of transportation (Dias, 2005). The tourist's socio-economic background determines the future destinations he or she will visit.

On the other hand the same factors that determine the tourists' attitude also determine the residents' attitude towards tourism. Williams and Lawson (2001) states that the younger resident may see tourism as being important for the development of a particular community, while another of an older age group may find it superfluous, indifferent or negative due to the change of the ways of life. Ross, (1992) affirms that the educated resident is aware of the benefits and losses in tourism development, especially the resident who is employed or educated in tourism. Those that are less educated or are employed in another sector show greater disinterest. These residents may have a negative attitude because of the changes in their life style or may view tourism benefits positively but not perceive the broad picture. The income of a resident that is employed directly or indirectly by the tourism sector has a positive attitude towards tourism development acknowledging its importance for the host community. The opposite may occur when a resident works in another sector or is earning a poor income. Williams and Lawson (2001) states that if tourism is beneficial it has a positive influence and if it is prejudicial it has a negative influence on their lives.

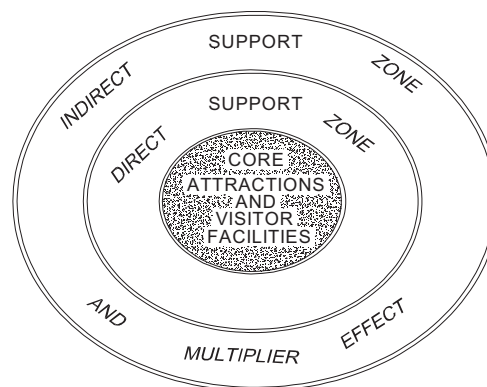
The social, economic and environmental impacts are held responsible for influencing the attitudes of the residents (Haralambopoulos and Pizam, 1996; Jurowski and Gursoy, 2004). The model that was proposed by Jurowski in 1994 demonstrates that these impacts do in fact affect the attitudes of the residents namely the local economy and of the level of concern about their community (Jurowski et. al, 2004:298). Yet, according to Murphy (1981) quoted by Getz (1994) the factors that contribute to shaping the residents attitudes in the tourism sector and its development are the types of recreational or tourist development in a community, short or long-stay affects, high levels of information in

major tourism centres, political control, job creation, increased tax revenue, increased personal income and loss of financial control (Keller, 1983). The impacts are created by factors such as tax revenues, traffic congestion, the level of use recreation resource and attitudes about humankind's role in the preservation of the natural environment.

Capenhurst (1994) suggested that a number of studies have shown the fears of some communities about changes brought about by development in a socio-cultural context. Some of these preoccupations are: the loss of control over their environment and the threat of the loss of identity in developing attitudes which are best ambivalent and at worst actively hostile (Mason et al. 1996).

In many studies, the socio-demographic or socio-economic variables have no real impact on the perceptions of the residents or are not known as good predictors. While other authors state that variables such as age, ethnicity, length of residence, levels of knowledge, language, education, social class, even proximity to the sector were important variables towards tourism development which influences residents attitudes.

Figure 3.1. Diagram of the tourist region, demonstrating the level of contact between visitors and residents.



Source: Smith (1980) cited by Murphy (1985)

CORE: contains those attractions and facilities that made the community a tourist destination.

DIRECT SUPPORT ZONE: houses the local residents and various functions required by the community. These consist of stores, recreation and government offices serving the people, plus support services for the tourism industry.

INDIRECT SUPPORT ZONE: of the hinterland, this incorporates the area affected by the multiplier effect, and involves the investment and jurisdictional realm of the host state or province.

Smith (1980), in the diagram above, states that the tourists' expectations and needs will be satisfied by the core area, making them seldom leave this region into the surrounding area. In this way the privacy of the residents is protected, not allowing unwanted contact. With further tourism development, there may be an adequate spillage into the next zone making it uncomfortable for the residents. Those that live further away from the core will not be directly influenced by the sector of tourism. However they will be affected in an indirect or induced manner (Murphy, 1985:121).

The perceived impacts also decrease as the distance between the respondents' home and the tourism sector of the community increases. There is an overall favourability towards tourism impact perceptions increases with the individual's economic dependency on tourism (Teye, Sirakaya and Sönmez, 2002).

The closer the residents live to the attraction the more positive their attitudes are towards the sector and vice versa (Mason and Cheyne, 2000; Teye, Sirakaya and Sönmez, 2002; Jurowski and Gursoy, 2004; Gursoy and Rutherford, 2004; Haley, 2005). The most influential factor of the residents attitudes towards tourism is the intensity of visitor-resident contacts (Gursoy, Jurowski and Uysal, 2002; Gursoy and Rutherford, 2004; Jurowski and Gursoy, 2004).

The same authors (1985) declare that the different forms of contact experienced will develop stronger residents' attitudes towards tourism. Those that are directly in the tourism business, as employees or employers, are more likely to have a positive outlook towards the sector than those that have little or no direct involvement. The local administration (councillors, planners and other senior administrative personnel) and the decision-making groups of the business sector also have a positive attitude towards the sector. The residents usually do not have a clear perception of the great positive impacts and therefore have lower attitudes towards tourism (Murphy, 1985).

Murphy's study (1985) proved that the closer the host communities are to tourism development, the more strongly they feel about it.

Conclusively, Murphy (1985) refers to three main identified determinants in respect to community attitudes to tourism: the type of host-visitor contact, the importance of

tourism in individual and community prosperity and the tolerance of the volume of business a destination.

There are also three contact situations identified and their influences on local values and attitudes (Kadt, 1979; Murphy, 1985): when the tourist purchases a good or service from a resident; when tourists and residents find themselves along side each other at an attraction (i.e. beach, golf course, local activity – nightclub); and when the resident and visitor come face to face with the object of exchanging information and ideas.

According to Mason et al. (2000), the residents of communities that attract tourists have different opinions about tourism development dependant on the perceived positive and negative impacts, the extent of development, residents' proximity to the site and degree of community attachment.

Community attachment is a factor that affects residents' attitudes. Community attachment is described as the extent and pattern of social participation and integration into the community and the sentiment or affect towards the community (McCool et al, 1994). A community is not homogeneous and for this reason the residents' attitudes differ.

McCool and Martin (1994) studied the attachment of the resident towards their community and whether those feelings were more negative towards tourism than those that were less attached. Their study (1994) showed that the stronger the attachment, the stronger the views towards both the positive and the negative impacts. Those that were more attached were more informed and therefore more concerned. Further studies have shown that the longer the residents have been living in a community the more negative they are towards tourism development (Mason and Cheyne, 2000). However a clear relationship between the community relationship and the length of residence was not established. *Newcomers* are as equally attached to the community and have the same feelings and attitudes towards the sector as the *old-timers*, especially those from rural areas. The community attachment is less about friendship networks than residents becoming "place dependent" based upon its desirable attributes. Community development literature supports that newer residents may also be negative towards increased development in their communities (Mason et al. 1996).

Long-time residents and those that have an emotional bond to the community evaluate tourism impacts than those that have no feeling towards the sector (Perdue et. al, 1988; McCool et. al, 1994; Jurowski et. al, 2004). The residents that use the recreational

facilities are concerned with overcrowding and infrastructure improvements, than those that do not use them (Jurowski et. al, 2004). On the other hand, those residents that are informed and involved in tourism have positive attitudes.

The evaluation of residents' attitudes is important in identifying and measuring tourism impacts. This evaluation has to be done over a long period of time during which social and cultural evolution will occur in response to tourism development. The residents' attitudes along the years may be negative if the industry is having a poor performance and local people are not benefiting sufficiently (Getz, 1994).

After a tourism destination is established, the regional policy, planning and development management, public support, different types of development, surging problems and opportunities are all factors that influence the residents attitudes (Madrigal, 1994). Local attitudes and levels of hospitality towards visitors shape the attractiveness of a destination. Negative attitudes structure the capacity of an area to accept tourism. The identification of the causes and the knowledge availability to the residents is necessary to link the evolution of the residents attitudes with tourism's consequences – especially the distribution of the costs and benefits (Gursoy, Jurowski and Uysal, 2002; Gursoy and Rutherford, 2004; Jurowski and Gursoy, 2004).

Mason et al. (1996) state that few studies have examined the hopes, expectations, attitudes, and concerns of residents prior to tourism development. Most studies are done after the industry is already well established. Keough (1990) reported that most of the residents are not well informed about the development, so tourism cannot be completely blamed for the inadequacies in the host community. Information is of the utmost importance as part of the public consultation process. Prior to the establishment of tourism development ambivalence is found towards the industry (Hernandez, Cohen and Garcia, 1996). However, Waitt (2003:196) states that “residents constantly re-evaluate the perceived consequences of the exchange transaction within a dynamic social setting”, therefore it is necessary to evaluate residents' attitudes in different time periods.

Capenhurst (1994) and a literature review of the *community tourism relationships* state that host concern about tourism usually arises in small spatial areas acting as destinations where tourism development is perceived as a threat to the status quo and to community identity. The size of the community also reflects on the attitude towards

tourism. Small communities are likely to react strongly to development, because it is far more visible (Mason et al. 1996).

Pearce et. al (1996) further informs that dependence, seasonality, community size and the visibility of tourism affects the residents attitudes. In other words, small communities notice more tourism development and have stronger views towards it.

In conclusion, this chapter has inter-related the topics of local community, tourism's economic, environmental and socio-cultural impacts and residents' attitudes. These three topics are closely linked to one another. Community values and the type of intervention that should be done are of extreme importance. The socio-cultural impacts seek an appropriate methodology to create more positive attitudes than negative ones as well as satisfy both the host community and fulfil the tourist's expectation. The various socio-cultural impacts are discussed from different approaches: the communitarian approach versus the individualistic one, the international versus the domestic tourism impacts, finally complemented with detailed positive and negative socio-cultural impacts. Several research theories on the attitudes of residents are selected and there is an attempt to provide an adequate definition for *resident's attitude*. The factors that influence the residents' attitudes were explained pointing out that the type of resident has a great impact on the attitudes towards tourism.

CHAPTER 4

PORTO SANTO

4.1. BACKGROUND INFORMATION

Porto Santo is explored in more detail in this chapter. As in the study of the island of Madeira conducted by Professor João Félix Martins, this chapter is divided into three main parts. The first part will concentrate on the characteristics of the island of Porto Santo. The second focuses on this destination as a tourism product, and the third part describes the policies for this region.

4.2. CHARACTERISTICS OF THE ISLAND OF PORTO SANTO

4.2.1. LOCALIZATION AND GEOGRAPHY

According to Oliveira and Ferreira (2003), the inhabited island of Porto Santo is situated at the latitude of 33°05' and longitude of 16°20', in the Atlantic Ocean. It is the second most important island of the archipelago. It is situated at 60km northeast of the island of Madeira and it is the island of the whole archipelago that is closest to Portugal (+/-900km) and to the African coast (+/- 730km). The island has an area of approximately 40,17km² with the additional islets with their 2,1km² (Ribeiro, 2000).

According to Rodrigues (2003), the island in the Atlantic is bathed by the cool current of the Mexican Gulf and the warm current of the Canary Islands. Water is not very abundant and as a consequence there is not much agriculture, even though its climate is appropriate for the cultivation of wheat, barley and rye.

Geologically the island is divided in two distinct parts of high relief. The centre of the island is the flatter area that separates the two areas (Oliveira and Ferreira, 2003). The highest peak is Pico do Facho with 517m in altitude. The island has areas that are below 150m in altitude with the exception of a few peaks. The south is the flattest part of the island, where the beach is situated, and the north is more escarped. The nine-kilometre beach is the greatest landmark of Porto Santo with its fine yellow sand that extends from Calheta to the Penedo. Porto Santo is surrounded by six other islets: “ilhéus de Baixo” or “de Cal, de Cima” or “do Farol” or “dos Dragoeiros, de Ferro, das Cenouras, da Fonte da Areia” or “de Fora”.

Diagram 4.1. Map of Porto Santo



Source: www.viagenslacoste.blogspot.com retrieved on 2010-11-09 at 7:17.

The island of Porto Santo is volcanic originating from the Miocene and the Quaternary ages. The island resulted from three periods of intense volcanic activity followed by others which were less active. The first phase gave origin to the peaks forming marine fossils, deposits of calcareous and basalt rock. The second phase altered the latter, dividing it in half. The third phase formed the veins between the anterior volcanic formations. The beach originates from the calmer period after this activity. It is probable that its fine golden sands derive from a large coral reef that protected vast fauna and flora. The disintegration of the reef took place in the last glacial age, when the average level of the seawater lowered (Oliveira and Ferreira, 2003).

4.2.2. HISTORY

According to Rodrigues (2003), the history of Porto Santo is a little uncertain, but it is believed that Portuguese mariners discovered it in the second decade of the fifteenth century. It is documented that in 1418 the caravels of Henry the Navigator commanded by João Gonçalves Zarco, arrived on this island with its first inhabitants (Oliveira and Ferreira, 2003).

According to Clode et al. (1989), the island of Porto Santo was known as Santo Christi on a Catalanian map dated 1375. The first governor of the island was Bartolomeu Perestrelo, a knight of the house of D. João. Perestrelo had many difficulties in the island's development due to its geographic conditions, particularly due to the aridity of the terrain and lack of water.

The island was a good producer of cereals. The introduction of bees permitted the production of honey and wax. Since its rediscovery, the extraction of the "sangue de drago" from the dragon tree (*dracaena draco*), was used as a dye (Oliveira and Ferreira, 2003).

After the death of Perestrelo, his descendants governed the island until 1580 and the epoch of prosperity ended. The era of decadence began and aggravated to the extent that the island hardly retained any inhabitants. The landowners abandoned the colonials in miserable conditions. Consequently the Marquis of Pombal published a law giving the colonials the advantage of only having to cede to the landlords a fifth of their production. The governors ceased to exist in the mid 19th century (Ribeiro, 2000).

4.2.3. POPULATION AND EMIGRATION

The inhabitants of the island often immigrated unless they were obliged to work the land but many went to the Hawaiian Islands. The population was never very numerous. In the middle of the last century a few men went to the island of Curacao to work at the petrol refineries. Many people immigrated from the Canary Islands, North Africa and the Occidental Coast of Africa to work the lands (Rodrigues, 2003).

Oliveira et al. (2003) states that the population at present is divided in three important nucleuses: City (Cidade), Campo/Lapeira and Camacha. The other less populated areas are: the Serra, Dragoal, o Pé do Pico, the Tanque and the Ponta. The tertiary sector is the most representative, due to the growth of tourism, commerce, and public function followed by civil construction. Industry is inexistent and agriculture is composed of the cultivation of vines as well as other fruits and vegetables. There are also cattle, sheep and goat breeding. A fifth of the population is made up of students, most attending university resulting in a high rate of literacy.

Porto Santo as part of the archipelago of Madeira is subjected and exposed to the open world, but remains a tight social infrastructure. Hence the creation of its own social

ethos, mixed with a spirit of initiative, altruism and solidarity (Martins, 2000). The social ethos also varies from Porto Santo to Madeira.

Madeira is classified as the main destination area (Martins 2000) however Porto Santo is ranked third most important council in respect to tourism of the archipelago (Baptista, 2004). The regional culture of residents in general seems to display large support for tourism. The type of tourism that is found in Porto Santo is mainly domestic tourism, mostly maderians, some with second homes and seasonal summer businesses in Porto Santo.

Table 4.1. Population and Territory

Councils	Population Resident		Population Density (Hab/Km ²)		Area (Km ²)
	Census 1991	Census 2001	Census 1991	Census 2001	
RAM	253 426	245 011	317,2	306,7	798,9
Calheta	13 005	11 946	117,9	108,3	110,3
Câmara de Lobos	31 476	34 614	607,6	668,2	51,8
Funchal	115 403	103 961	1 522,5	1 371,5	75,8 (a)
Machico	22 016	21 747	322,3	318,4	68,3
Ponta do Sol	8 756	8 125	187,1	173,6	46,8
Porto Moniz	3 432	2 927	41,6	35,5	82,5
Porto Santo	4 706	4 474	117,4	111,6	40,1 (c)
Ribeira Brava	13 170	12 494	202,9	192,5	64,9
Santa Cruz	23 465	29 721	287,2	363,8	81,7 (b)
Santana	10 302	8 804	107,4	91,8	95,9
São Vicente	7 695	6 198	95,2	76,7	80,8

Source : INE, 2001, BGRI 2001, DRE 2001

Notes: (a) includes the « Selvagens » (savage islands) – 3,6 Km²

(b) includes the « Desertas » (deserted islands) – 14,2 Km²

(c) includes the « Ilhéus » (islets) – 2,1 Km²

The table 4.1. above shows the population resident and density as well as area of each council of 1991 and 2001. In this table there is a decrease evident in both population resident and density from 1991 to 2001, except for Câmara de Lobos and Santa Cruz. The council of Câmara de Lobos is known as to be one of the poorest councils of the

Autonomous Region yet it has a smaller area in relation to the other councils and is the second densest in population after Funchal possibly due to its high birth rate. An increase in population density is found in Santa Cruz due to cheaper housing and its closeness to Funchal.

The decrease in all the other councils may be the result of a lower birth rate, a higher mortality rate and possible migration to Câmara de Lobos and Santa Cruz which are closer to the main commercial centre – Funchal. Conclusively a low birth rate, a higher mortality rate or emigration may account for the decrease in population resident and density in R.A.M. between 1991 and 2001.

In Porto Santo, there is a decrease in population resident from 1991 (4 706 residents) to 2001 (4 474 residents). The population density decreased from 117,4 inhabitants/km² in 1991 to 111,6 inhabitants/km² in 2001 in an area of 42.2 Km². The decrease in population resident and density may be due to the students that pursue their studies in mainland Portugal and often stay there as a result of better employment opportunities.

In comparison to all the other councils, the council of Porto Santo is the smallest in area. The population density in relation to the area is considered to be quite high.

In comparison to the Autonomous Region of Madeira (R.A.M.), Porto Santo is ranked second last in resident population in both 1991 and 2001, respectively 1,86% in 1991 to 1,83% in 2001 of the resident population of the R.A.M. In both 1991 and 2001 the population density is ranked seventh of all the councils in inhabitants/Km².

Table 4.2. Total number of resident population according to the genders in Portugal, the archipelago of Madeira and Porto Santo in 2002.

Region	Sex	Total No. Resident Population	%
Portugal	Man / Woman	10 335 559	100
	Man	4 991 590	48.30
	Woman	5 343 969	51.70
Madeira	Man / Woman	240 341	100
	Man	113 144	47.08
	Woman	127 197	52.92
Porto Santo	Man / Woman	4 361	100
	Man	2 182	50.03
	Woman	2 179	49.97

Source: Demographic Statistics 2002 (Direcção Regional de Estatística RAM)

Table 4.2. represents a comparison of genders in Portugal, the Autonomous Region of Madeira and Porto Santo in 2002. The population of Porto Santo (4 361 inhabitants) accounts for 1.82% of the total population of the archipelago of Madeira (240 341 inhabitants) and 0.004% of the population of Portugal (10 335 559 inhabitants). The population of Porto Santo is equally divided in half by both genders (man: 2 182; woman: 2 179), the male gender dominating by a difference of 0.6%. In Portugal and the Autonomous Region of Madeira, the feminine sex is dominant by 5%.

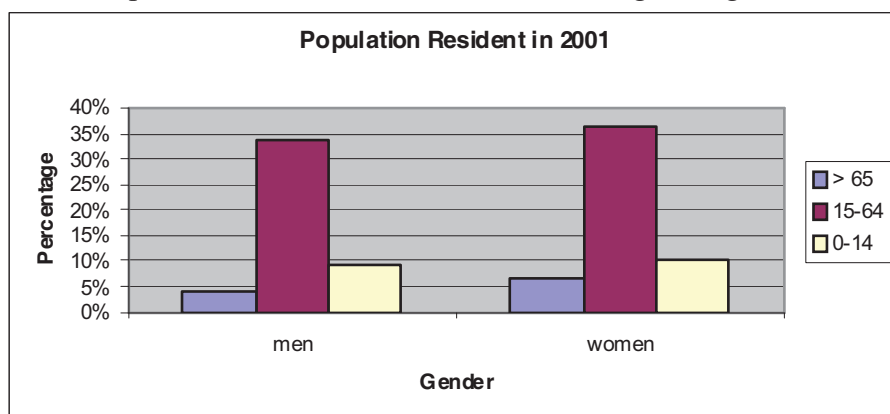
Table 4.3. Age distribution of Population in the Archipelago of Madeira (RAM) and Porto Santo

Geographical Zone	Age Category	Numbers	%
RAM (Total Population: 245 011)	0-14	46 901	19,14%
	15-24	58 467	23,86%
	25-64	125 672	51,29%
	< 65	33 578	13,70%
Porto Santo (Total Population: 4474)	0-14	795	17,77%
	15-24	786	17,57%
	25-64	2428	54,27%
	< 65	465	10,39%

Source: INE - Census 2001

Table 4.3 above represents both the populations of the geographical regions of Madeira and Porto Santo. The dominant age group is from «25-64», which surpasses the 50% average (2 428 inhabitants) in Porto Santo and Madeira (125 672 inhabitants). The RAM (Autonomous Region of Madeira) has a higher percentage of students from the «15-24» age group than Porto Santo by 6.29%. The table does not subdivide the «25-64» into further subgroups, therefore providing some uncertainty in its analysis. This age group is representing the working population. In the Autonomous Region of Madeira and Porto Santo, the last age group (>65) is superior than 10%, possibly due to the higher level of medical care and quality of life.

Graph no. 4.1. Population resident in 2001 divided into age and gender in Porto Santo



Source: DRE, 2001 (Direcção Regional de Estatística da Madeira)

The graph above shows the percentage of the resident population divided into age and gender in Porto Santo in the year of 2001. The total population in whatever age and gender group is shown to be very close in numbers. Conclusively, the gender of the population may be equally divided presenting slight differences in the two gender age groups. The age groups of women tend to be slightly superior to that of men, which contradicts table 4.2.

4.3. TOURISM IN PORTO SANTO

The island of Porto Santo is complementary tourism destination to Madeira. As referred by Ferreira et al., (1985, p.16), quoted by Félix Martins (2000:38), the history of tourism on Madeira has barely been written. According to the same author (1985 cited in 2000), there exists no monographic and critical study that questions several aspects, such as the characterization, the conceptualisation and the division of the historical periods of tourism. If this conclusion surged with a study on Madeira, it is less conclusive on Porto Santo. Proof is given by the “Direcção Regional de Estatística e Cultura” (Regional Department of Statistics and Culture of Madeira) where Porto Santo’s tourism statistics date from 1994 and its transport statistics from 1990. The recent collection of statistics and the fact that the airport of Porto Santo is in operation since 1960, it comes to show the lack of control, organization, planning and initiative of development that existed previously in the collection and analysis of data.

At present, there is still great difficulty in obtaining data on the island of Porto Santo even though it has ameliorated. The information available is not as detailed as that of the island of Madeira. It may be due to the dependence of entities on one another for

information, the non-recent or incorrect instrument of data collection as well as the residents' negative attitudes towards constant questionnaires.

4.3.1. HISTORY OF TOURISM IN PORTO SANTO

The history of tourism on the island of Porto Santo started in the 20th century, but there is a great degree of uncertainty. Porto Santo as the “sand, sea and sun” complementary tourism destination is an expensive destination that still suffers a high amount of seasonality, even though it is closer to Madeira and the governments attempt to boost domestic tourism. Domestic tourism does not necessarily generate more income through expenditure on the island. The Development Society of Porto Santo is trying to diminish seasonality to provide favourable living conditions for the residents (Dantas, 2005).

4.3.2. TOURISM PRODUCT

According to Tur-Doc (1998), quoted by Félix Martins (2000:44), tourism is at present the most important economic sector and the largest industry of the region (Madeira and Porto Santo).

According to the official document (Tur-doc.1998) quoted by Félix Martins (2000:49), Madeira developed and continued developing a promotional campaign with main objective to maintain the same traditional markets as well as to create different tourism supply. The Development Society of Porto Santo (Sociedade de Desenvolvimento do Porto Santo), the Municipality of Porto Santo and the Regional Government introduced markets and niches of defined products such as ecotourism, congresses and incentives, and sports tourism in order to minimise seasonality.

➤ Ecotourism: foot-paths and trekking

There are walks on Porto Santo on which trekking takes place but no “levada” walks along irrigation channels as on Madeira (Oliveira and Ferreira, 2003). The R.A.M. has established an environmental policy. On Porto Santo, there are the designated *Green Zones*. According to the same authors (2003), the best way to get to know Porto Santo is on foot. The walks on Porto Santo can be done all year long, although the most appropriate season would be between October and May, as the temperatures are more pleasant and the landscape is a lot greener (Oliveira and Ferreira, 2003). The poor advertising and lack of

general knowledge amongst the population and the tourism agents do not promote this type of tourism.

➤ Business Tourism: Congresses and Incentives

A Congress Centre was built with a capacity of approximately 350 seats, with access to the airport, the port and the centre of town even though there is a multi-utility space and hotel facilities. It does not have a great capacity but is proportional to the dimension of the island. International communication through a web of submarine optical fibre cables link Porto Santo to Madeira and in turn to Europe, Africa and the Americas. The Madeira satellite link permits an international automatic communication allowing the transmission of information and internet. Porto Santo is well-equipped for the sector of business tourism namely conferences, congresses and international events (Sociedade de Desenvolvimento do Porto Santo, 2003).

➤ Sport Tourism

The Tourism Development Society has built a golf course of 36 holes, designed by Ballesteros in Porto Santo with the ultimate purpose of promoting the golden island. Porto Santo also can diversify the supply of maritime sports as a sand, sea and sun destination, specifically swimming, scuba diving, sailing, aquatic ski, beach volleyball and soccer among others. A new sport centre was built in the “Penedo do Sono”, where the tourists and the residents have the opportunity to also practice horseback riding, karting, tennis, cycling, etc. as well as the capacity to receive international events (Sociedade de Desenvolvimento do Turismo, 2003).

4.4. INITIATIVES FOR TOURISM DEVELOPMENT

The regional government created four societies of tourism development, one of which is situated in Porto Santo. The main objective of the society is to diversify tourism in order to promote better economic conditions. According to the Turisver magazine (2003), the entrance of tourists, occupancy rate and hotel diversity makes Madeira one of the main tourism destinations of Portugal and Europe. It is necessary to explore various tourism segments of a natural character (sea, culture, history, nature and gastronomy) or others such as business tourism. The region must invest in new markets and maintain old markets. The societies are responsible for territory planning, urban requalification and construction of better accessibilities.

According to the president of the Council of the Administration of the Development Society of Porto Santo, Dr. Francisco Taboada (2003), the government is dynamic in all the economic and social activity of the region. Porto Santo as a quality destination prioritises urban and environmental harmony as well as the valorisation of its many highlights. This society as a fundamental instrument promotes the island's quality guarantying the well-being of the resident population. In 2003 and 2004, various projects were concluded, among them:

- The Market of Porto Santo ⁽¹⁾
- The revitalization of the Historical Centre of the Town, “Jardim do Infante” ⁽²⁾
- The Congress and Cultural Centre ⁽³⁾
- The Handicraft Centre ⁽⁴⁾
- The Public Service Building ⁽⁵⁾
- The Promenade of “Penedo do Sono” ⁽⁶⁾
- The sport zone of the “Penedo do Sono” ⁽⁷⁾
- The Promenade “Passeio Dunar” ⁽⁸⁾
- The Golf course ⁽⁹⁾
- The complex of Tennis courts ⁽¹⁰⁾
- Measures of the safe keeping of the beaches ⁽¹¹⁾
- The Equestrian Centre ⁽¹²⁾
- Renovation of the Baiana Building ⁽¹³⁾
- Renovation of the old Public Service Building and the library ⁽¹⁴⁾

Porto Santo in 2004 was promoted through the campaign of Madeira as the European Region 2004 to contribute to the cultural, social and economic development of the region and integrate it in the European Union. Finally Porto Santo was represented as part of the European region of the year at a European and international level.

4.5. THE PLANNING POLICY OF TOURISM

In October of 1997, the “Agência Regional da Energia e Ambiente da Região Autónoma da Madeira” (Regional Agency of the Environment and Energy of the RAM), did a study entitled the “Desenvolvimento Sustentável para o Porto Santo” (Sustainable Development for Porto Santo). This study explored a strategy for sustainable development

which used the hydraulic resources, residue, energy, maritime, air and land transports, the beach, tourism, territory planning, information, communication and education, landscape, cultural patrimony and recommendations. Its main purposes were to bring prosperity and associated technological progress, improve the quality of life of the resident and visiting population, establishing harmony between the socio-economic development and the environmental equilibrium increasing competitiveness and rentability.

The tourism activity should be ecologically supported and ethically and socially accepted. There should be cooperation in a local, regional, national and international level and the visitors and the residents also have to accept a degree of responsibility in this process. Public awareness and information of tourism activity is essential (Regional Agency of Energy and the Environment of the Autonomous Region of Madeira, 1997).

In the summer, the population triples, overburdening the natural resources and the urban infrastructures and services. There is “double insularity”, resulting in the lack of water resources, the near total dependence of receiving consumer products and combustive energy making it more difficult for agricultural, tourism development and forest recovery. The seasonal tourism pressure has great social implications with a great number of unemployed residents in the low season, without alternative activities. The commission seeks to maintain the natural resources allied with tourism, being it a long term and balanced investment as the main economic activity (Regional Agency of Energy and the Environment of the Autonomous Region of Madeira, 1997).

The promotion of Porto Santo in the low season is fundamental based upon the good climate and its tranquillity. Marketing is important for guaranteeing economic success of the tourism destination, through the promotion and improvement of its image and demanding active participation of the entrepreneurs in the tourism sector. The regional agency presents the following recommendations:

- Agreement between all the actors in tourism planning, namely the tourism industry, public institutions, the local population and non-governmental organizations;
- The development of specific tools for planning for sustainable development in tourism and the creation of a tourism quality brand, based on the environmental parameters;

- ❑ Professional training in the tourism sector, valuing the local human resources and the improvement in quality;
- ❑ Tourism dynamism during the low season, based on diversification, ways to avoid the seasonal employment and limited contracts, with the consequent overburden on the social security system;
- ❑ Tourism valorisation of aspects related with public security, as point of attraction, guaranteeing its maintenance;
- ❑ Diversification of the tourism supply in a way to satisfy the specific necessities of the market and not to overburden the natural resources and the support infrastructures.

The Regional Agency of Energy and the Environment shows in table 4.4. below all the development of the diverse forms of tourism.

Table 4.4. Some of the hypothesis for the development of the diverse forms of tourism

Sport Tourism	Rural Tourism	Ecological Tourism	Cultural Tourism	Business Tourism	Long-term Senior Tourism and Therapeutic Tourism
Golf	“Casas de Salão” (typical houses) and other buildings of patrimonial value	Buildings with renewable energy integration and bio-climatic design and integration of other measures of energy rationalization	Museum Christopher Columbus	Hotel and airport conference rooms	In low season and with long-term stays
Hunting			Folklore		Rentability of therapeutic potential of the beach sands
Parasailing			Landscape	Golf and other leisure activities	
Mountain Activities		Scenic integration	Traditional Gastronomy		Security and Tranquility
Sport Fishing	Hunting	Water residual valorisation	Traditional Agriculture	Low season	
Diving	Traditional Agriculture (grapes, figs, melon, watermelon)	Discomposure of inorganic materials	Handicrafts	Traditional Gastronomy	
Submarine Photographing		Biological agriculture	Wind windmills and Wheat thresh-floor		
Other Nautical Sports (sailing windsurfing etc)		Observation of species, namely marine and avifauna	Churches and Religious Feasts		

Source: Regional Agency of Energy and the Environment of R.A.M., 1997

The development strategy for Porto Santo, established by the “Plano de Ordenamento Turístico da Região Autónoma da Madeira (POT: Assembleia Legislativa

Regional) - Tourism Plan”, (2002:27) classifies the island as a “tourism and leisure destination”.

The POT (Assembleia Legislativa Regional, 2002) distinguishes two explicit forms of occupation in Porto Santo. The first is leisure – with a strong component of seasonality and supported by the non-hotelier lodgement. The second is the tourism that should be structured in such a way that it complements the other resources that could attract more tourists during the rest of the year.

The POT (Assembleia Legislativa Regional, 2002:27) redefines as its main objective for Porto Santo as the tourism product that complements Madeira, through its characteristics as a tourism leisure destination. Porto Santo known as the “Golden Island” is redefined as the “calm island”.

For the POT (Assembleia Legislativa Regional, 2002:27-28) to achieve this objective and better define it, the tourism supply of this destination is divided into the following:

Main Products:

- ❑ Hotel-Resort – the proximity of the sea;
- ❑ Nature – walks, beach;
- ❑ Health tourism (SPA);
- ❑ Sport Tourism – training;
- ❑ Sport Fishing.

Complementary Products:

- ❑ Sport and leisure Nautics;
- ❑ Maritime trips;
- ❑ Trips on the island – pedestrian, bicycle and horse riding;
- ❑ Sport activities;
- ❑ Gastronomy;
- ❑ Tourism Animation.

Lodgement Typology

- ❑ Hotel – Resort;
- ❑ Hotel – Apartment – Resort;
- ❑ Leisure Residences.

The POT (Assembleia Legislativa Regional, 2002:28) refers that the lodgement should be adapted to the climatic conditions of the island, offering conditions of maximum comfort during the whole year. The lodgement found in 2002 is inadequate because it is a typified tourism lodgement adapted to the product of sand, sea and sun.

The POT (Assembleia Legislativa Regional, 2002:28) delimits the maximum capacity of lodgement for this destination being 3000 beds. Seasonality can only be overcome through a better adjustment of the product Porto Santo to the diverse segments of the market. The investment is in the sea as a tourism and leisure resource.

The table below is a comparison of the tourism statistics between Porto Santo and Madeira in the year of 2004 and the accumulated values of the 1st semester of 2005.

In 2004 the registered guests in Porto Santo in comparison to Madeira's guests accounts for 6.89%. In relation to Madeira the overnight stays between the two destinations, Porto Santo is responsible for 0.004%. The lodging capacity of the island of Porto Santo acknowledges 5.22%. The difference of the occupancy rate between the two destinations is 12%. The island of Porto Santo registered 10 663 814 total profits, 7 131 427 accommodation profits and 4 496 249 costs that in relation to Madeira accounts for 4.4% profits, 4.62% accommodation profits and 4.51% costs.

Table 4.5. Tourism Statistics of 2004 and accumulated values of the 1st semester of 2005 of Porto Santo and Madeira

	Porto Santo 2004	Madeira 2004	Porto Santo 2005 (1st Semester)	Madeira 2005 (1st Semester)
Registered Guests	58 040	842 213	22 636	420 885
Overnight Stays	216 140	5 493 475	74 469	2 705 597
Lodging Capacity	1 542	29 523	1 399	29 295
Occupation Rate	41.9%	53.9%	29.4%	53%
Total Profits	10 663 814 €	243 684 094 €	2 898 612 €	118 329 743 €
Accommodation Profits	7 131 427 €	154 227 452 €	1 827 709 €	73 405 676 €
Costs	4 496 249 €	99 688 433 €	1 967 025 €	49 166 863 €

Source: DREM (Direcção Regional da Estatística da Madeira) 2004 and 2005

The statistics of the 1st semester of 2005 are not accurate values but accumulated values of the various tourism components of the table. In comparison Porto Santo there has been a substantial decrease in all the table's components with one exception: the overnight stays. This affirmation proves that even though there is a lower amount of registered guest

entry, the guests opt to stay longer at the destination. However there is a decrease in profits registered at the destination. In general, there was an overall decrease from 2004 to 2005 in tourism at both destinations, but 2005 is only representing the first semester of the year. There was a lot of publicity and visitors to the Region of Madeira (including Porto Santo) as the European Region in 2004. Porto Santo, however, had all the projects being concluded, and may experience the decrease due to the lack of publicity or lack of knowledge of what the island has to offer.

There are great differences between the two island destinations, namely their dimensions, the promotion of the destinations and distinctiveness of the islands do not permit one to compare the two. Both islands are completely different destinations with a different tourism experience and evolution.

Table 4.5. shows the registered guests, overnight stays and occupation rate of both Madeira and Porto Santo in 2004. Porto Santo has its tourism peaks in the summer season and during the month of April usually coinciding with Easter. April registered 4 915 registered guests with an overnight stay of 16 536, that shows an average stay of approximately 3 nights (3.36). The overnight stays during the month of August are a fifth (20.5%) of the overnight stays during the year. While the registered guests account for a sixth of the yearly guests. The occupation rate during the month of August was of 91.5 %. In the same month the occupancy rate in Porto Santo registered close to 100% and in Madeira only 66.7%.

It is evident in table 4.6. that the annual occupancy rate observed on the island of Madeira is close to the 50% (53.9%), which shows a control of seasonality. The peak seasons usually go over the 60% average. The majority of the overnight stays and registered guests arrive in Madeira in April and August. April is the month that usually coincides with the Easter festivities and the Flower Festival, one the largest tourism attractions on the island. While in the month of April, the English and the German visit Madeira, in August the Portuguese come because it coincides with the school holidays.

The difference between the island of Madeira and Porto Santo are quite significant. The registered guests in Porto Santo are approximately 7% of the guests that come into the Autonomous Region (6.45%), while the overnight stays are approximately 4% (3.79%). The occupancy rate, however, only shows a difference of 12%, obviously taking into account the size of the destination and the hotel capacity available.

Table 4.6. Monthly Distribution of the Registered Guests, Overnight Stays and Occupation Rate in Porto Santo and Madeira 2004

	Porto Santo			Madeira		
	Registered Guests	Overnight Stays	Occupation Rate (%)	Registered Guests	Overnight Stays	Occupation Rate (%)
<i>January</i>	1 161	5 298	12.8	44 733	360 594	43.1
February	1 978	6 145	15.5	61 896	419 520	52.1
March	3 760	10 617	25.0	76 421	480 002	55.8
April	4 915	16 526	40.2	89 223	528 281	63.2
May	4 518	12 442	29.1	81 019	480 028	55.6
June	7 104	24 323	58.1	63 095	418 428	50.1
July	8 698	36 221	78.8	73 294	479 276	55.2
August	9 321	44 312	91.5	87 962	581 746	66.7
September	7 675	32 227	73.8	76 223	500 661	59.6
October	5 137	15 613	36.2	73 959	489 882	56.4
November	2 306	7 130	17.1	60 409	400 182	47.6
December	1 467	5 286	12.2	53 979	354 875	40.6
Total	58 040	216 140	41.9	842 213	5 493 475	53.9

Source: DREM (Direcção Regional da Estatística da Madeira) 2004

The table 4.7. below shows the main markets' overnight stay in Madeira and Porto Santo. In Porto Santo, the most important market for the island is the Portuguese, mostly Maderians among those from the mainland. Domestic tourism is fundamental for this destination with 172 431 overnights stays. Its second most influential market is German (20 778), followed by the English (6 320), the Dutch (2 774), the French (1 583) and the Swedish (1241).

The English Market (1 597 791) is the most important one for Madeira. The English have been coming to the island since the 18th century for the climate and the strong relationship between the Portuguese and the English. The second most significant market is the German one (1 245 960), followed by the Portuguese (816 852), the Finish (259 118), the French (236 410), and the Spanish and the Dutch, with approximately 170 000 each. Evidently, even though the Portuguese market is of great importance, Madeira relies mostly on the international markets.

Table 4.7. Overnight Stays by Market 2004

Countries	Porto Santo	Madeira
Portugal	172 431	816 852
Germany	20 778	1 245 960
Austria	1 074	99 950
Belgium	204	137 007
Denmark	694	133 403
Spain	977	170 420
Finland	978	259 118
France	1 583	236 410
Holland	2 774	169 795
United Kingdom	6 320	1 597 791
Sweden	1 241	199 693
Norway	661	106 379

Source: DREM (Direcção Regional da Estatística da Madeira) 2004

In relation to the air traffic and the arrival of passengers there has been an increase in the number of passenger arrivals on the island of Madeira. In 2000 Porto Santo experienced its greatest flux of passengers. This may be due to the possible elongation of the new runway of the airport of Madeira. Overall from 2001 to 2004, the passenger flux decreased. Its greatest decrease registered was from 2003 to 2004. It might be due to the old infrastructures of the airport. It is cheaper also to go to Porto Santo by the regional ferry (Porto Santo Line) on daily trips rather than by aeroplane. Porto Santo nevertheless continues having an airport even though Madeira's airport registers most of the air traffic.

Table 4.8. The Evolution of the Passenger Number from 2000-2004

	Porto Santo	Madeira
2000	195 786	2 020 408
2001	184 953	2 213 657
2002	183 299	2 242 561
2003	182 180	2 259 623
2004	168 526	2 273 701

Source: ANAM 2004

According to the main municipal plan of Porto Santo (Plano Director Municipal – Municipality of Porto Santo, 1999), that was adapted from the one existent in Tavira (Algarve), there are two chapters where there is given more importance to the tourism planning of the island.

The first chapter, section IV designates the zones of tourism occupation, while the second chapter, from the 22nd to the 25th article, studies various components of the areas of tourism aptitude.

Among the six main objectives of the “Plano Director Municipal” (PDM – Municipality of Porto Santo, 1999), the following objectives are of tourism interest:

- the realization of the policy of territory planning that guarantees the conditions for the socio-economic balanced development; and
- the promotion of the detailed management of natural resources that are based upon the protection of its values and a better quality of life of the population.

The fundamental objectives assure sustainable tourism on Porto Santo with its available resources, the involvement of the population in the economic and the socio-cultural development. Porto Santo’s PDM is an adaptation of the one of Tavira due to its similarities but it should be better adapted to the island’s reality. The PDM of Tavira acts upon the area of intervention on the whole territory and it is used as a defining instrument along the main lines of the planning and management policy. Reality should not only include hotels but other tourism infrastructures that attract more tourists and minimise seasonality.

4.6. CONCLUSION

Porto Santo is a small island, but an appealing tourism destination, due to its geographical location, climate and various natural and cultural resources that compose its diversified tourism product. Even though little is known about the history of tourism on the island, its potential as a tourism destination has been recognised by the local authorities and there is much planning being done on a long-term basis to assure that sustainable tourism will be practised at this location. These initiatives obviously will not show immediate results, but hopefully tourism development will prove beneficial in a social, environmental and economic perspective for the local community. Porto Santo has potential as a complementary tourism destination to the island of Madeira.

CHAPTER 5

SURVEY OF THE RESIDENTS ON PORTO SANTO

5.1. METHODOLOGY

This thesis is a replication study of the research conducted and concluded in the year 2000 on the island of Madeira by Professor Doutor João Félix Martins. There is not much literature on replication studies. Given the existence of a study on the same theme, using a similar methodological approach, this type of research may allow the easy acquisition of relevant bibliography, however necessarily actualized, and the use of a similar research instrument, adapted to a particular destination. However, it may also provoke an excessive reliance on the results of the existing studies and there is a risk of plagiarism. On the other hand, the replication study may permit a comparison of results from one reality with another, in the present case concerning the tourism phenomenon in 2000 on Madeira compared to the same phenomenon in 2004 on Porto Santo.

This present research project was undertaken to attempt to study the reality of the residents' attitudes towards the tourism sector on the island of Porto Santo. The dissertation hopes to compare the reality of the two islands, distinguishing the main differences and similarities. The main aim is to understand the islanders' perspective of tourism permitting their more active integration in tourism planning, yielding more sustainable development approaches.

The theme of this dissertation attempts to measure the attitudes of the residents towards tourism in Porto Santo. Consequentially, the objectives focus on the assessment of the residents' attitudes of the island towards tourism and the identification of the factors that influence these attitudes. The socio-cultural impacts, tourism development and its consequences strongly influence the residents' attitudes. For a better understanding of these attitudes, the study intends to contemplate, specifically, the attitudes of the residents towards tourists, the tourism industry, the economic impacts and the future of tourism in this destination. Their main influences of these attitudes are examined as well as the question to what extent the attitudes are negative or positive towards tourism.

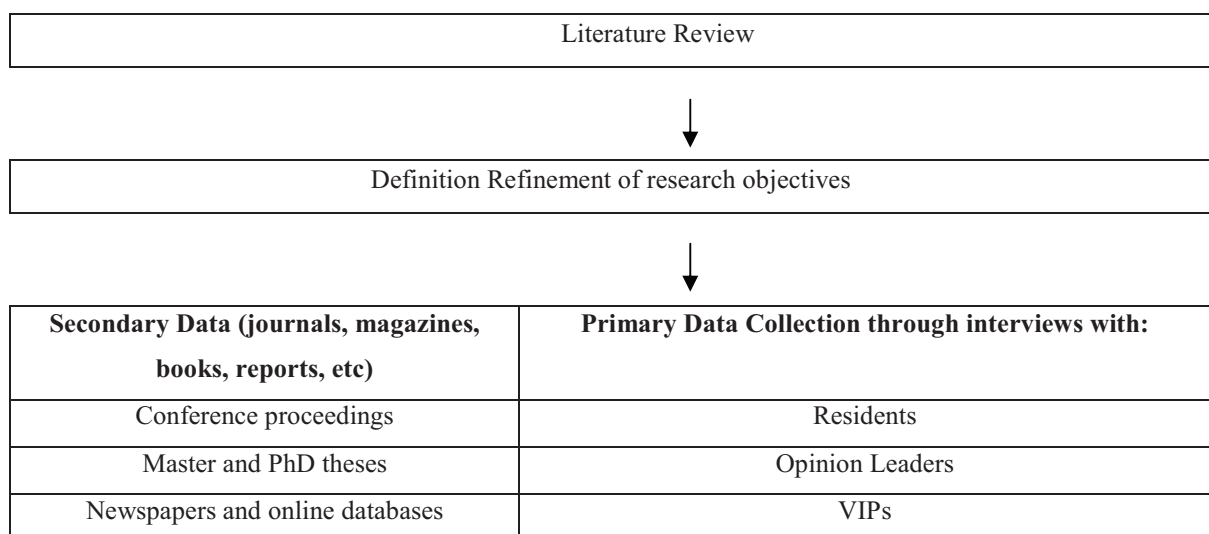
Initially, a literature review was undertaken on background information on the island of Porto Santo – its historic, geographical, social and economic status as well as the

future plans for tourism development. Other topics that were broadly researched were tourism concepts and principles, the role of local communities in tourism, socio-cultural impacts and residents' attitudes. This information was obtained from published dissertations, journals, scientific articles, magazines, books, reports and government publications. This knowledge was applied in the theoretical and background part of the present dissertation.

The empirical part of the study opted for a quantitative research analysis, even though there are some characteristics of the qualitative approach also present. The quantitative investigation is thought to be a more conclusive form of research permitting representative samples to be examined within an organised information collection procedure. It is an objective, logical-positivist method of analysis seeking the facts or causes of social phenomena without advocating subjective interpretation. The quantitative research provides results that could be a reference for future research. The theme of the dissertation, *residents' attitudes*, and their behaviour is measured through an exploratory and descriptive research design associated with quantitative methods.

The qualitative approach is concerned with the comprehension of the human behaviour and actions and their interpretation. The qualitative descriptive and exploratory research used simultaneously with the quantitative approach will allow an association between carefully selected variables, analysed in both ways, to obtain a better understanding of the research phenomenon.

The research process can be shown in the following diagram:



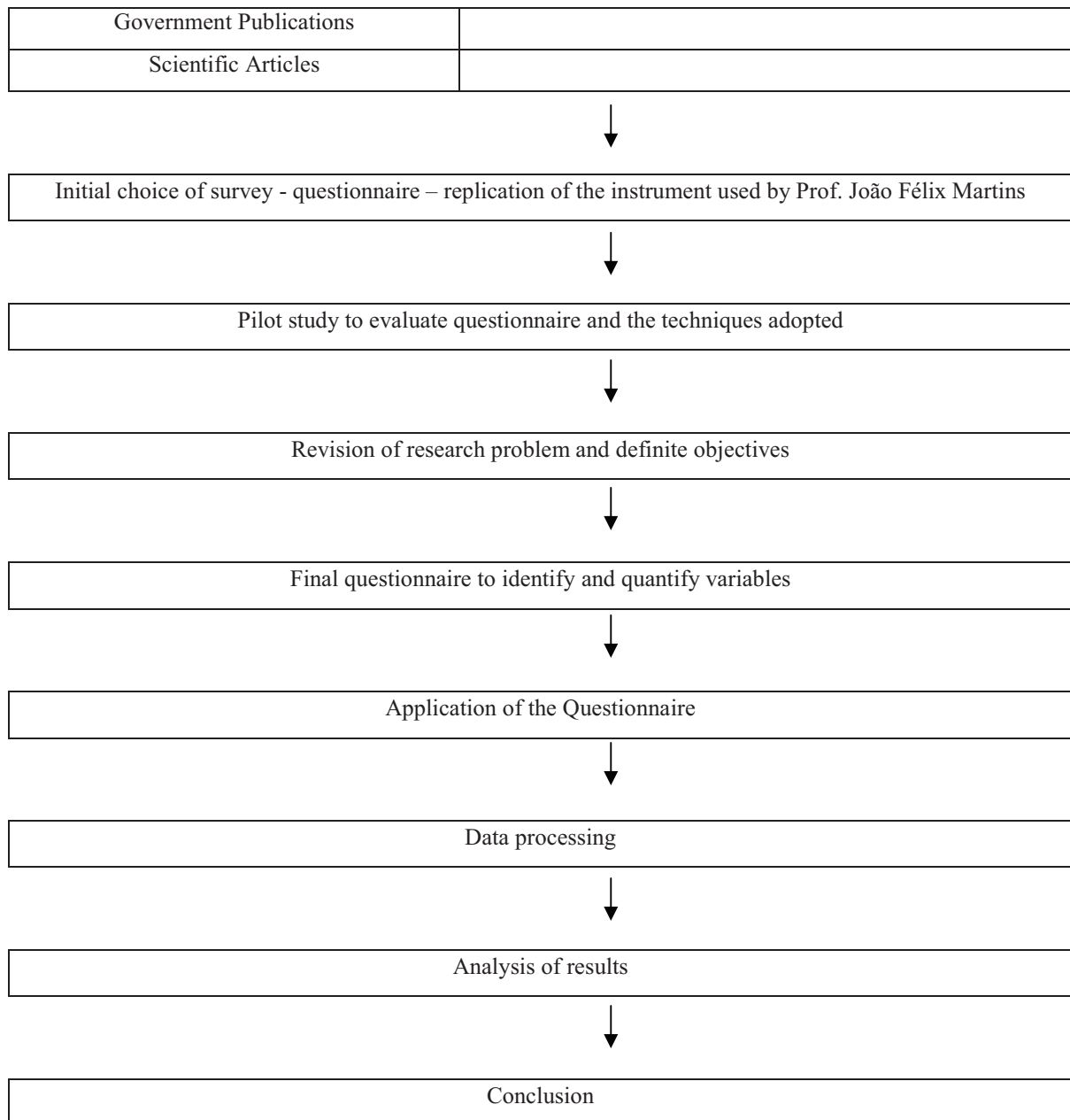


Figure 5.1. The Steps of the Research Process

Source: Martins (2000:255) - adapted

There were two questionnaires that were applied in the destination area. The pilot questionnaire was conducted during 7 days on Porto Santo in the month of February of 2004 to test its compatibility to the destination's reality. The main questionnaire was conducted in the beginning of the month of May.

The month of February was chosen because it was still low season and there was a greater availability on behalf of the residents to respond. May was selected because it was

close to the high season of tourism flux. This enabled a clear response regarding attitudes towards tourism on behalf of the residents that still had some availability to answer the questionnaires. Simultaneously the residents were more aware of the visitors due to the beginning of the tourism high season.

The selected geographical areas were located in the southern part of the island, extending from the area of Calheta towards the town of Vila Baleeira up until the airport of Porto Santo. This area was chosen for having most tourism flows, the greatest concentration of tourism activity, and a large amount of tourism infrastructures, establishments and projects. This area also experiences its greatest tourism inflow in the summer months and Easter which is its peak season. The residents in this area would be the most affected by tourism. This is the location where the main village is situated with the regional authorities and the necessary local infrastructures as well as the main attractions. It is here where the residents feel the impacts and consequences of the sector with more vigour. The area of Vila Baleeira was chosen for the administration of the questionnaires because, just as in Funchal, the area and population constitute a cohesive entity with the same characteristics. The main objective of the study was to attempt to reach a tenth of the population, permitting more realistic and concrete results. The respondents were generally collaborative after explaining the objective of the study.

The survey instrument for this study, a questionnaire, is a replica of the one used on the island of Madeira. The survey instrument used in Madeira was designed after a series of discussions held at the University of Madeira in Funchal among students of the hotel management course. This questionnaire has also been previously adapted from one used by Davies (1988) that assessed attitudes, interests and opinions of the local residents of Florida.

The design of the research for Porto Santo is a combination of an explanatory and descriptive data collection process. The pilot questionnaire, concretely the before mentioned replica of the questionnaire used by Prof. João Félix Martins, was a type of pre-test to evaluate its compatibility to the destination. There were a few modifications to the pilot questionnaire. These modifications included the design and length of the questionnaire to make it more user friendly, attractive and less time consuming. The attitude statements were reduced from 30 to 23, since the 7 statements that were eliminated from the questionnaire were considered unnecessary to fulfil the objectives of the study

and little importance in the quantification of the patterns of the attitudes as hypothesised in the study administered previously by Prof. João Félix Martins. In general, the main questionnaire was reorganised, re-evaluated, restructured and the sections rearranged and the instructions inserted. This allowed the data collection and the data processing stage to flow with a great amount of ease. These small modifications were made to avoid misunderstandings on behalf of the respondents due to imprecise instructions, procedure and wording. New demographic variables were introduced demonstrating a potential influence on the residents' attitudes according to the literature review.

The pilot questionnaire needed to be conducted on the island so as to refine the research instrument, to improve and refine the main questionnaire and to identify eventual biases. The main questionnaire aimed to gain a better understanding of the residents and identify relevant issues from the residents' point of view.

From all the methods of data collection, the survey via questionnaire is probably the most used research tool in this type of tourism study. The questionnaire could however be either self or interviewer completed. This type of method is costly due to the length of the questionnaire and the resources needed, being a large sample of the population necessary, a wide geographical area is covered, that can be problematic and is time consuming. However personal administration yields a high response rate provides a good assessment, observation and probing, as well as access to eclectic, vast information on the population's attitudes regarding tourism, an important component of everyday life and a subject of interest by those living on the island, contributing to the high response rate obtained.

The main questionnaire was divided into 4 sections, mainly tourism knowledge, residents' attitudes towards tourism, opinion on governmental support for tourism and demographic variables.

The first section questioned the knowledge of the residents towards the importance of the tourism sector on the island. The knowledge variables consisted in the beliefs of the residents towards the tourism industry and if they had a realistic perspective of tourism on the island. Unfortunately this could not be confirmed or evaluated through the lack of information on the island.

The questions attempted to get an idea of the economic importance of tourism on the island through acquiring residents' knowledge on employment, contribution of tourism to economy, the image of tourism as the main producer of income or tax revenue

contribution to the island. These knowledge variables were considered to be important factors. It would help explain the attitudes of the residents towards tourism, as associated with their knowledge of the sector and its importance.

Martin's study confirmed internal consistency that distinguished the various attitude groups with extreme values. There were 23 statements that reflected most of the variation within the data, most of which were positive. The negative statements had to be *repolarised* so that they would correspond to the positive attitude permitting a correct calculation of the average rating of the attitude groups. The attitudes were presented as being either negative or positive for analysis purposes.

Therefore the second section of the questionnaire also consists of 23 statements in relation to the attitudes of the residents towards tourism. These statements were measured with the Likert scale, 1 (absolutely disagree) to 5 (absolutely agree). The Likert scale is considered an adequate form of measurement for tourism impact research due to its superior validity, both discriminant and convergent. In the 5 response modes provided in the classification of the residents' responses there should have been an additional one classified as *no response* or *no comment*. This could encourage the respondents to select this option when the respondent had *no feeling on the issue* or *did not have any knowledge* on the statement. Simultaneously it could also provide greater doubt and uncertainty if this option were inserted in the Likert scale it could be a frequent response from all the other options.

The central tendency of the attitudes of the individuals was measured through the average and the standard deviation. The attitudes were thus evaluated by the 5 equal interval variables of the Likert scale. Each attitude statement first was analysed individually and then a mean for each was calculated. In order to estimate the mean it was necessary to *repolarize* the statements that were formulated in a negative way to make sure that the smaller number represents the most negative attitude and the greater number the most positive attitude.

According to Martins' study the statements were divided into four constructs that were put in a random order. The four groups corresponded to the attitudes of the residents towards the tourists, the tourism industry, the economic impact of tourism and the future of tourism. These groups were confirmed in our study by undertaking a reliability analysis. A cross analysis was done to identify the determinants of the groups and to compare the

means of each group of attitudes. The objective of these questions is to identify any underlying structure and patterns regarding the residents' attitudes.

The third section of the questionnaire concerns the attitudes or opinions of the residents towards the governmental support towards tourism and its development. It is important so as to understand the extent that tourism development in the destination has the residents' support. This section consists of three questions concerning the motivating force in favour of the tourism development, the support towards tourism growth and the strategies used to attract more tourists to Porto Santo. All these questions were closed questions with *yes* or *no* answers.

The fourth section was composed of demographic variables. There were eight demographic variables, namely gender, age group, education level, employment status and questions concerning their relation to the tourism sector among which employment in tourism, contact with tourists, business related with tourism and family relation with tourism. There are a number of options available to answer the demographic questions. The questions related to tourism were also closed-ended questions. The demographic variables also explain residents' attitudes towards tourism through their socio-economic and demographic profile. These variables also help to determine the local people's expectations, attitudes, opinions, inspirations and approaches to tourism development.

For this study the main interviewer of the questionnaires was the author of the study who acquired the support of a trainee of the municipal hall of Porto Santo, a close relative and a friend. In the study, the author was entirely responsible for the project, the distribution of material, discussion of the questionnaire and material, as well as the matters that arose and the reporting of extra information.

There were certain difficulties in conducting the interviews to the residents, namely the simultaneously administered questionnaires, residents respond for governmental use, and other issues, such as inferiority complexes and cultural dislike on behalf of the Porto Santo residents towards Maderians were problems that appeared as negatively conditioning willingness to respond. Residents' responses towards the questionnaires were sometimes difficult to obtain and therefore it was necessary to ask for support from the Municipality hall of Porto Santo and a friend resident on the island. Various entities of the island were notified of the study and information was given on the objective of the study facilitating

the completion of the questionnaires on behalf of the residents and the collaborators. Once informed, the residents were friendly and willing to respond.

Once the questionnaires were completed they were all numbered and the results were inserted in the programme of the Statistical Package for Social Sciences (SPSS) where they were analysed. The analysis of this computer program was done based on statistical output, cross tabulations, frequencies, tables and diagrams to evaluate, correlate and synthesize the responses.

5.2. SURVEY RESULTS

5.2.1. PROFILE OF SAMPLE

The fieldwork resulted in 563 useable and valid responses to the questionnaire. The completed questionnaires obtained from the 563 respondents constitute a sample of 12.67% of the total resident population on the island of Porto Santo, which may be considered a relevant sample.

The population parameters chosen were permanent residence on the island of Porto Santo, preferably in the southern coast where there is tourism development, employed in the sector or not, and above 15 years of age.

The sample size was chosen according to the residing population on the island. The main objective was achieving at least a tenth of the population.

The sample design chosen was the one that had been tested before on the island of Madeira and had proven to be the most efficient. The sampling strategy, unlike the one undergone in Madeira, was chosen to be a non-probabilistic convenient sample, as there was no particular sampling frame available for 2004.

The questionnaire was administered door to door at the residents' homes, the cafés, hotels, the school, restaurants, the health centre, the local authorities, tourism entities, the local government buildings, stores and at passers by in the southern part of the island where there is more tourism activity.

As a comparison the demographic statistics of the year 2001, though.

Table 5.1. Gender Comparison

Gender	Sample		Resident Population 2001	
	No.	%	No.	%
Male	233	41.4	2371	50.38
Female	330	58.6	2335	49.62

Source: Census 2001, survey of residents on Porto Santo (2004)

The gender breakdown of respondents (female 58.6% male 41.4%) is not representative of the actual breakdown of the population according to the 2001 census (2002), with the actual sample showing a over-representation of men (female 49.62% male 50.38%), i.e. the results obtained from the questionnaire showed a difference of approximately 9%. This may be due to the fact that the sample that was used was one of convenience or it might be related to the time of day of its administration.

Table 5.2. Age groups comparison

Age groups	Main Questionnaire 2004	Resident Population 2001
15-24	17.57%	17.70%
25-64	71.4%	54.27%
< 65	1.1%	10.39%

Source: INE 2002 / survey of residents on Porto Santo (2004)

The profile of respondents of the age distribution was divided into 6 groups: (1) 15-24, (2) 25-34, (3) 35-44, (4) 45-54, (5) 55-64 and (6) over 65. There was a lack of respondents from the age group of over 65 years of age, so this group was combined with the age group between 55-64 years of age.

In comparison to the population division in the age group reported on the island of Porto Santo in 2001, there is again a difference between the respondents inquired of 25 to 64 years of 27.5%. In the statistics obtained from the census of 2001 on Porto Santo the age group 25-64 was of 54.27%, while the questionnaires gave a percentage of 71.4%. The larger percentage of this age group may be attributed to the time of day in which the questionnaires were administered or to the working age group. Respondents over 65 years of age only presented 1.1% of the questionnaire, not as represented by the census of 2001

(10.39%). This was an age group that avoided the questionnaires and showed some hesitation when asked to participate in the study for possible reason of timidity, illiteracy, lack of knowledge of the sector or for any other reason. The ‘student’ population of ages between 15-24 years of age accounted for 17.57% of the sample.

Table 5.3. Education level and employment status

Education Level	No.	%	Employment Status	No.	%
Incomplete schooling	22	3.9	Full time employment	424	75.3
Primary school	103	18.3	Part-time employment	34	6
Secondary School	365	64.8	Students	59	10.5
Higher Education	67	11.9	Others	17	< 3
No education	6	1.1			

Source: survey of residents on Porto Santo (2004)

The categories of education levels were four in total: (1) incomplete schooling or less than full primary school (less than 4-5 years in school), (2) primary school, (4-5 years at school), (3) secondary school (High School) and (4) higher education.

Findings show that the most common educational level in the sample is secondary school (365 respondents, 64.8%). These are followed by the respondents with complete primary school (103 respondents, 18.3%), superior education (67 respondents, 11.9%) and lastly incomplete primary school (22 respondents, 3.9%). Even though there are no official statistics on the educational level, Porto Santo is known for having a very high percentage of literate resident population in comparison to the island of Madeira and this can be proven by the large percentage of residents (64.8%) that have their secondary school complete. The overall sample shows that over a 95% average of people are literate. Only 1.1% of the sample had no schooling at all.

Respondents were asked to indicate their employment status. The majority of the respondents (424 respondents, 75.3%) had full time employment. Students accounted for 10.5% (59 respondents) of the sample while those that were part-time employees represented 6% (34 respondents) of the sample. The part time workers do not necessarily imply that the respondents are part-time working students. The respondents could be students with a part time job or seasonal workers. While pensioners, unemployed

respondents, domestic workers and others accounted for less than 3% for each of occupational status groups.

Table 5.4. Tourism Links

Tourism Links	Yes	
	No.	%
Education in Tourism	73	13
Employment in Tourism	191	33.9
Direct contact with Tourists	228	40.5
Business in Tourism	46	8.2
Close Family relative in Tourism	124	22

Source: survey of residents on Porto Santo (2004)

There was a section within the demographic variables associated to tourism, namely education in tourism, employment status in tourism, direct contact with tourists through their employment, business in tourism and a close family relative earning their living in tourism.

The residents were asked whether or not they had any education in tourism. The proportion of respondents with tourism education is low. 73 respondents (13.0%) had qualifications in tourism and the other 490 respondents (87.0%) of the sample stated they did not have any qualifications in tourism (both training and education).

The resident population was asked if they made their living in tourism. The percentage of those that is dependent on tourism as part of their living accounted for 33.9% (191 respondents) of the sample in comparison to the 66.1% (372 respondents) that had no relation to tourism of any kind. This fact shows that the resident population relies on other sectors for permanent employment even though they might be indirectly linked to it.

Respondents of the questionnaire were asked if they had any contact with the tourists as part of their work. 40.5% (228 respondents) had direct contact while 59.5% (335 respondents) had no direct contact with the tourists.

On the topic of the ownership of a business related to tourism 8.2% (46 respondents) had tourism related businesses while 91.8% did not (517 respondents).

Residents that were questioned on having any family relatives working in tourism 22.0% (124 respondents) responded affirmative, while in contradiction 78.0% (439 respondents) of the sample declared not having any family relatives in tourism.

On the whole, there was no data that was supplied to confirm the credibility of the results obtained on the questionnaires in Porto Santo. Conclusively, near to 10% of the respondents had ownership of a tourism related business. Over 20% of the respondents had friends and family in the tourism sector and among the respondents over 40% had direct contact with the tourists. About 40% of the respondents earned their living through the tourism sector, even though only 13% of the inquired have tourism education in the form of training and schooling through small courses or university.

Among the respondents 40% work in tourism and have direct contact with the tourists, half of which have family in the sector and a quarter of the respondents own a tourism-related establishment and over a quarter have training and tourism education. This may account for tourism being seasonal and some hotels open only for several months. An employment in tourism is unstable and precarious even though they have a substantial amount of direct contact with the tourists.

The literature review shows that those employed, educated, having a business or a family member working in tourism as well as contact with the tourists have generally a more positive attitude towards the sector, unless the residents are being poorly paid.

Only one third of the sample is employed in tourism, two fifths have contact with the tourists, over one tenth have education or training in tourism, approximately one tenth have a business in tourism and one fifth have close family relatives working in tourism on Porto Santo.

In comparison to Madeira, the sample showed that approximately three quarters were employed in tourism either on a full or part-time basis, one third had contact with tourists as part of their job, approximately one tenth had qualifications in tourism, over one twentieth had a business related to tourism and approximately 50% had a family relative employed in tourism.

Table 5.5. Approximate percentage of income and employment generated by tourism

	Approximate % of income generated by tourism		Approximate % employment generated by tourism	
	No.	%	No.	%
0-10%	10	1.8	10	1.8
11-25%	57	10.1	74	13.1
26-50%	150	26.6	250	44.4
< 50%	177	31.4	156	27.7
No idea	169	30.0	73	13.0
Total	563	100	563	100

Source: survey of residents on Porto Santo (2004)

Even though this study does not have any knowledge available from Porto Santo to compare the accuracy of the results the table above presents the results obtained of the residents' opinions of the approximate percentage of income generated by tourism and the approximate percentage of employment generated by tourism. Tourism is considered to be the main producer of income for the island of Porto Santo by 83.7% (471) of the respondents while the other 16.3% (92) consider it to not be true. However as verified on the table above 44.4% of the sample think that 26-50% of the employment on the island is generated by tourism, while 31,4% of the respondents think that more than 50% of the income is generated by tourism.

Table 5.6. Residents' opinions on Tourism development, support and strategy

	Effort to stimulate tourism development		Increased support for tourism		Strategy to attract more tourists	
	No.	%	No.	%	No.	%
Yes	235	41.7	227	40.3	217	38.5
No	328	58.3	336	59.7	346	61.5
Total	563	100	563	100	563	100

Sources: survey of residents on Porto Santo (2004)

Table 5.6. shows the results obtained from the residents on Porto Santo about whether or not there should be an effort to stimulate tourism development, whether there should be an increased support for tourism on the destination and whether there should be more strategies to attract more tourism to the island. The information seems to be contradictory as most of the respondents think that tourism is the main producer of income for the island 58.3% (328) think that there should not be an effort made to stimulate tourism development, as well as 59.7% (336) think that tourism does not need more support on the island. 61.5% of the respondents think that the strategy used to attract more tourists is already a good one. The results show that approximately 40% of the respondents agree with the items questioned above and approximately 60% do not agree.

5.2.2. ATTITUDES OF RESIDENTS TOWARDS TOURISM

The attitude statements are divided, according to Martins (2000:276) into four dimensions of tourism: attitudes towards tourists, the tourism industry, the economic impact and future actions of tourism.

In this study these four attitude groups were selected to cross with the other variables included in the study so as to designate the areas where the residents showed positive and negative attitudes. To examine the attitudes of residents towards the social impacts and tourism consequences, 23 Likert scale statements based on a five-point scale was used. The scores were reversed for the negative statements, hence, the higher the score the more favourable the attitudes towards tourism. The reliability of the scale was tested. The general Cronbach's Alpha was 0.66 and the standardised Alpha 0.67. This supports the reliability of the scale. The mean scores and standard deviations for the 23 statements on attitudes are shown in the table below (5.2.).

The evaluation in more detail of the 23 statements showed standard deviations of less than one for the following statements: *On the whole, the tourism industry regulates the policies its activities well (T.I.)*; *The tourism industry on our island is too commercialised (T.I.)*; *This island would be a better place if there were no tourists here (T)*; *The tourists I have seen in our shopping malls and stores are generally rude and pushy (T)*; *The tourism industry is good for Porto Santo's economy (E.I.)*; and *The tourism industry, overall, does a good job in supporting the region in which I live (E.I.)*. This reflected that there was more consistency in their responses.

Overall, examining all four groups of attitudes the residents have stronger feelings towards the economic impact of tourism, the tourism industry and the future actions. The residents disagree that tourism is good for Porto Santo's economy and that it supports the island.

The residents' attitudes towards the quality of life on the island are strong possibly due to the new facilities and accessibilities built as a result of tourism. However they have lost the quality of living due to intense tourism at certain times of year provoking seasonality from which negative consequences result such as: traffic congestion, overcrowding and saturation of the available resources. Tourism has improved some resources, yet the residents' opinion suggests that the tourism industry was possibly necessary to support the existing cultural and recreational facilities.

The residents have positive attitudes towards the economic impact of tourism. The residents feel that the tourism industry provide opportunities of employment however in the demographic variables that were tested, only 33.9% of the residents that responded to the questionnaires were employed in tourism. Some hotels in Porto Santo close during the low season and this leads to precarious or seasonal employment. As a result, the residents possibly attempt to get employment in other areas for this reason and also other activities exist that may diversify the island's economy. The residents have a stronger attitude towards the economic benefit of tourism on Porto Santo. As mentioned previously in the theoretical part of this dissertation the income from tourism trickles down to the population and in their view they benefit little from it as well as the fact that the high positions in tourism infrastructures are given to non-residents (McIntosh et. al, 1995). Even though the residents display strong positive attitudes towards the economic impact of tourism, there have been investments that have improved the residents' quality of life, reflecting the social exchange theory. The residents look positively on the benefits of tourism because they believe that the benefits outweigh the costs.

Even though the residents support tourism, economically the residents' attitudes reflect that the economic growth should not be limited. The residents slightly disagree that Porto Santo is growing too fast and that there is an overdependence on tourism. Only 33.9% of the sample actually works in tourism, with students usually having part-time jobs

in tourism. Tourism on Porto Santo has its benefits but the residents' attitudes towards the negative impacts of tourism such as taxation are portrayed negatively.

The residents tend to approve much taxation on services that tourists may use as well as on the tourism industry. The residents do agree that the island would be a better place without tourists or that tourist behaviour is negative, rude or unfriendly. It might reflect acceptance of the tourists' presence and no general feelings or strong negative impacts.

The residents reveal some uncertainty or neutrality about the airline connections having improved due to tourism and regarding the tourism industry's excessive political influence on the island, although tending to not agree with these statements but they are not strong views.

The same uncertainty or neutrality (with the mean on mid point of the scale and a large standard deviation revealing diverging attitudes) is reflected in the statements that question if the tourists are inconsiderate to the resources of the island.

The residents agree that the tourism industry regulates the policies of their activity well; however there is no data available which may prove this.

Statements that are found in the questionnaire such as whether or not tourism is the main generator for income or employment on the island, can not be proven because there is no data available. For this reason, these items questioned will not be presented as a cross reference with the attitudes of the residents found in the 23 statements below. For easier analysis purposes the statements are grouped in the ones chosen, namely: economic impact, tourism industry, future actions and tourists. The non-parametric Mann Whitney tests were conducted rather than the simple t-tests.

The table below shows the results of the attitudes discussed above with the respective means and standard deviations.

Table 5.7. Results of the attitude rating: Means and standard Deviations for 23 attitude statements

Statements	Mean	S.D.
Attitudes regarding Economic Impacts (E.I)		
11. The tourism industry is good for Porto Santo's economy.	4.29	0.790
12. The tourism industry, overall, does a good job in supporting the region in which I live.	4.02	0.888
23. The funding used by the government and a related body in advertising is a good investment to attract tourists.	3.91	1.088
3. The tourism industry provides many worthwhile employment opportunities for residents of Porto Santo.	3.80	1.051
Attitudes regarding Tourism Industry (T.I)		
7. I believe that the tourist industry has improved the quality of life on the island.	3.85	1.033
2. If it was not for the tourism industry, this island could not support many of its cultural and recreational facilities.	3.66	1.080
16. The tourism industry on our island is too commercialised.	3.48	0.883
4. On the whole, the tourism industry regulates the policies its activities well.	3.17	0.938
20. The airline connections in Porto Santo are better because of Tourism.	2.93	1.249
22. The tourism industry has too much political influence on the island.	2.86	1.163
6. I believe that tourism in Porto Santo has caused taxes to go up for residents because of the extra police needs, roads, etc.	2.80	1.263
Attitudes regarding Future Actions (F.A)		
15. I feel the members of the tourism industry (eg. Hotels, restaurants, cafes, attractions, airlines, travel agencies, taxis, rent a car, etc.) should be taxed greater than other industries on the island.	3.43	1.211
14. I feel that tourists should be taxed to a greater extent than local citizens to pay for the services that they use.	3.24	1.283
18. I feel that Porto Santo is growing too fast.	2.72	1.219
19. Porto Santo is too dependent on tourism.	2.52	1.204
17. I am in favour of limiting economic growth on the island in which I live.	2.49	1.266
Attitudes regarding Tourists (T)		
8. This island would be a better place if there were no tourists here.	4.26	0.906
13. The tourists I have seen in our shopping malls and stores are generally rude and pushy.	3.87	0.940
9. The tourists that come to Porto Santo are usually not very friendly.	3.43	1.080
10. The tourists do not pay their 'fair share' for the services provided.	3.33	1.222
5. I like most tourists as long as they do not move here to stay.	3.17	1.318
21. There would be little traffic congestion if not for the tourists.	3.11	1.301

1. As a whole, Tourists who come to Porto Santo are inconsiderate of our island resources	3.04	1.210
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When statements are negative the reversed order of rating should be considered.

1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly agree.

Based on pair wise deletion of cases with missing values.

Source: survey of residents on Porto Santo (2004)

In table 5.7. there are 23 statements that displayed the attitudes towards tourists (T), the tourism industry (T.I.), its economic impacts (E.I.) and future actions (F.A.). In the table the statements are divided into their four respective groups (mentioned above) with the initials of each group and it has been ordered from the highest to the lowest means for a better analysis of the residents' attitudes. These four dimensions identified in the table above, identified in Martins' study (2000), may provide a platform for further comprehension of the patterns and structures of attitudes.

So, it is observable that residents tend to hold globally relatively positive attitudes towards economic impacts, mostly due to seasonal employment. On the whole, residents also have slightly positive attitudes towards the tourism industry but it affects their quality of living with increased taxation. The residents express neutral to slightly positive attitudes towards the future actions of tourism. The residents are aware that the tourism industry does bring benefits to the community and therefore agree with the taxation of the tourists as well as the tourism industry. However, the residents perceive that tourism is growing very fast on Porto Santo but favour its economic growth with the fear that Porto Santo's community might become too dependant on tourism. On the contrary the residents' attitudes towards the tourists are negative. The residents recognise the importance of tourism for the island as well as its benefits but are possibly criticising its management.

Several personal and demographic variables were used to group respondents into sub-samples with the purpose of evaluating patterns and differences in responses between the residents, due to these personal differences. This analysis provides useful information for posing future research questions.

5.2.3. DETERMINANTS OF RESIDENTS ATTITUDES TOWARDS TOURISM

Several factors were tested with the various attitude groups in the questionnaire to establish the main determinants of the attitudes of the residents towards tourism.

The residents' knowledge about tourism and its economic importance was thought to explain the relationship of the residents' attitudes towards the social impact and consequences of tourism. Three variables were used to test the knowledge of tourism and its economic importance in the residents' point of view. Unfortunately there is no factual information that may confirm the statements used in the questionnaire, consequently there is some uncertainty if they correspond to the reality of the destination. Therefore the accuracy of the residents' evaluations cannot be estimated. The first variable is the importance that tourism has as the main producer of income for the island (question 2). The survey results indicate that tourism was in fact considered responsible for producing income for the island. The reality is that the construction industry also has an important position economically on the island in the creation of employment. The residents displayed positive attitudes in relation to the link between tourism and construction. The respondents view tourism as important for the island economically and therefore support the tourism industry in the provision of employment however they do not look favourably on seasonal employment.

The governmental support (Question 5) is also an important issue. In response to *«should there be an effort to stimulate tourism development?»*, there were differences in all the four attitude groups with the exception of the residents' attitudes towards the tourism industry. Nevertheless negative attitudes were shown in relation to the tourists and positive ones to the economic impacts and future actions on the island. In general, tourism development is encouraged by the residents to both satisfy the tourists and the residents economically and they apparently are hopeful that the tourism sector will provide more benefits for the residents in the future. In relation to the statement *«the increase of tourism in this destination should receive more support»* there were favourable attitudes regarding all attitude groups with the exception of the tourism industry. The residents want the industry to achieve better economic impacts for the future with tourism. The statement *«the strategy utilised to attract more tourists to the island is a good one»* showed once again the only attitude group that did not have any significant change was the attitudes towards the

tourism industry. It gives the impression that the residents do want a strategy to be carried out to improve the tourism outcome for economic purposes.

In general, the global attitude of the residents towards governmental support of tourism is encouraging tourism growth and planning tourism expansion. Tourism in order to be successful needs the collaboration of the private and public entities. The respondents feel that the governmental support towards the sector is important possibly because of the poor use of the good tourism infrastructures. It may also explain their indifference towards the tourism industry.

The demographic variables were also tested with the various attitude groups to attempt to identify their impact on attitudes with Mann-Whitney tests.

Gender had no influence on the attitude of the residents. There were no significant differences between the attitudes of the feminine and masculine respondents towards the tourists, the tourist industry, the economic impact of tourism and its future actions. Usually the women displayed a slightly less positive attitude towards tourism than men. The men demonstrate more interest or have favourable attitudes towards the economic impacts, especially when it concerns economic growth. The men are also more likely to support a strategy of increasing tourism demand due to the higher rate of employment for men, however there are many women also employed in tourism. Men are more conscious of the contribution of tourism to the economy. Women are more sensitive to social change and might view tourism as a threat.

The age group tests were all examined with the Kruskal-Wallis test. Age revealed differences in attitudes towards the tourists, economic impact and in generally towards tourism. The test demonstrated that the age groups between «15-24» and «+55» did not attribute so much importance to the tourism sector. The lack of information or of acquiring knowledge about tourism may cause disinterest. The age group «15-24» is mainly composed of students. The younger generation may not yet have a real perception of the importance of the tourism sector on the island or are not interested in following a career in tourism due to seasonality and instability. Those that are over 55 years of age are retired or close to retirement and may be rather indifferent to tourism because they do not get any benefit from it. The significant differences are verified among the age groups ranking from the 25 to the 54 years of age. This portion of the population of the island is largely active in the work place. This group demonstrates an overall positive attitude towards the sector in

general as well as towards the tourists and the economic impacts thereof on the island. The residents of this age group see the potential of tourism and its positive socio-cultural, economic and environmental impacts. In general the age of the residents is a good explanatory variable.

Ross (1992) shows that those with more qualifications are more favourable towards tourism. There were more positive attitudes towards the tourists, the future actions of tourism and generally to tourism. The study showed that the more education the respondents had, the more importance they gave to tourism. There is more awareness of the sector and its benefits. Their overall interest is the satisfaction of the tourist to ensure the future of tourism on the island.

The variables *education in tourism* (6.4.), *working in tourism* (7.2.), *contact with the tourists* (7.3.), *business in tourism* (7.4.) and *family employed in tourism* (7.5.) were chosen with the assumption that there would be more positive attitudes towards tourism by those directly involved with the sector than by those without any relation to it.

The residents with studies in tourism presented favourable attitudes towards the tourists and the tourism industry in comparison with those that do not work in tourism. These residents are more aware of the sector and possibly are employed in tourism. Those that had no studies in tourism were indifferent to it. However those without education in tourism demonstrate more enthusiasm and are friendlier towards tourists. While those that have education in tourism are more aware of the real economic value of tourism.

Occupational status was found to be a good determinant of the attitude of residents towards the social impact and consequences of tourism. Respondents were categorised by employment status to explore the relationship between job status and attitudes towards tourism (question 7). In this analysis there were substantial differences in the attitudes of the residents towards the tourists, the economic impacts and the future actions in tourism. The options were the following: full-time employment, part-time employment, students and others (question 7.1.). The part-time employed residents exhibited a greater positive attitude towards the tourists, the economic impacts, the future actions in tourism. This result was odd. However these residents may have part-time employment in or out of the tourism sector. These respondents may not experience as much saturation in the peak season of tourism as those that are full-time employed. They possibly do not feel the negative effects as strongly as those that are full-time employed. The part-time employed

also have more time to appreciate the modifications in tourism and its impacts on the destination. The part-time employed respondents do not however show any positive attitude towards the tourism industry. It may be possible that even though the tourism industry is essential for the existence of tourism, the residents feel that it is too much construction. These part-time employees possibly have the hope of getting a full time employment in tourism due to its economic development, but in 2010 the Pestana Hotel is closing for the winter as some hotels do regularly on Porto Santo. In general, more positive attitudes are shown from those that work in the tourism industry as referred to by Murphy (1985).

The residents usually feel that the tourists are more environmentally aware of the destination. If the tourists however decide to stay at a destination there is the fear that there is less employment available for the residents. The pensioners usually feel more sensitive towards their homeland and are protective of it. In general, the residents do not consider the tourists as being a negative factor in the community. The active population display more comprehension and friendship towards the tourists than the others. Some students are also positively influenced because they acquire part-time jobs in tourism during the summer.

Those that make a living in tourism showed a positive attitude towards the economic impacts and the future actions than to tourists and the industry in comparison to those that do not make a living in tourism. The respondents' primary concern is the economic impact of tourism that will guarantee their living in the sector through their income and employment. The future actions may imply progress in tourism development and simultaneously ensure their future in the sector maintaining their employment or improving it which has a positive synergic effect.

The direct contact with the tourist was not a very good determinant for the attitudes of the residents towards tourism. There was a great amount of indifference. Those that had direct contact with the tourists as part of their job remained indifferent in comparison to those with no direct contact. Literature shows that residents in contact with the tourists as part of their job should support the tourism industry and be friendlier towards the tourists which were not supported by our results. In the study the residents that have more contact with the tourists are those employed in the sector directly or indirectly.

There was no difference in the respondents' attitudes towards tourism whether they had a business related to tourism or not, contradicting the expected outcome of a business related to tourism having a more positive attitude towards the sector. In 2004 various tourism projects were being concluded and the businesses related to tourism were awaiting the results. This could possibly explain the indifference. This tourism destination is tranquil with the exception of the high season. Most respondents do not have a business related to tourism but rely on the local support to remain open. This result may also demonstrate that even those who have no direct interest in tourism support it as an important development tool. Their attitudes may vary with the implementation of future projects and the growth of the industry. Therefore a similar study in the proceeding years would have to be done to measure the residents' attitudes after more intense tourism development having occurred. Those who have businesses in tourism have a notion of the reality of tourism. They believe that advertising is important in order to increase tourism demand to improve the tourism industry. Those who have businesses in tourism usually see the weaknesses of tourism in terms of economic impact, which may also explain a more negative attitude compared with those without a business in tourism.

In this study also the variable - close relatives in the tourism sector - is not a good determinant in the residents' attitudes. Residents, who have close relatives related to tourism as part of their living, show only a significant difference in the attitudes towards the economic impacts of tourism. There was, however, a more positive attitude towards the economic impacts of tourism on behalf of the respondents that do not have any relatives related to the tourism sector, which may be due to the perception of some negative aspects related to this employment in tourism, such as low wages for operational functions and seasonality. Income and employment is generally perceived as the most important factor to explain the positive attitude towards the economic impacts.

5.2.4. IMPLICATIONS FOR TOURISM PLANNING AND DESTINATION MANAGEMENT

The attitudes of the residents towards tourism show that not everybody is enthusiastic, but that positive issues are acknowledged associated with tourism in Porto Santo, particularly regarding the tourist. Some issues reveal uncertainty or division of opinions, which might require the public entities' increased awareness of the reality and other potential negative attitudes evolving in the future. Especially attitudes towards the

pace and dimension of development, fear of overdevelopment should be taken seriously and the population should be heard for defining future projects, since sustainable development is at stake.

There are going to be some implications in terms of the tourism planning and destination management if attention is not given to the opinions and current attitudes of the residents at the tourism destination. There has been a great amount of development programmed for tourism on the island of Porto Santo. Most of the infrastructures have been built on the southern part of the island using the available natural, cultural and historical resources to promote tourism. Residents are concerned with this and express that there is poor management of the tourism infrastructures available.

The cultural and historical infrastructures have benefitted through its renovation and reorganisation initiatives to better serve the community, gain recognition and provide interpretation of the history of the island.

New infrastructures mainly related to sports have been built to provide new attractions associated to Porto Santo's natural resources, such as tennis, golf, scuba-diving/snorkeling, parasailing and sport fishing. The implications of these infrastructures are congestion of concrete infrastructures that may cause stress on the residing population especially in the high tourism season. It may lead to overcrowding and the degradation of the quality of life of residents. At a later stage, and if not well planned, the continuous construction may bring about unorganised planning and unwanted circumstances such as the destruction of the natural resources.

The investment which occurs in the initiating stage of the tourism planning has to endure and ensure the maintenance of the diverse resources so that sustainable tourism is practised to bring about long-term benefits for the residents. It also has to ensure a more active involvement of the population as well as a promotion of sensitivity towards tourism. If not carefully planned, it may lead to saturation and irritation and abandonment on behalf of the population causing an outburst of negativity towards tourists repelling tourism from this island destination.

Even though importance may be given to the northern part of the island, the southern part of the island has certainly been the sole beneficiary of the tourism planning. The quality of life is certainly more guaranteed to the residents of the north, but may cause population differentiation between those of the northern and southern part of the island.

The population residing in the northern part may feel at a slight disadvantage from those in the south.

However a new study should be undertaken on the island after the new tourism projects are implemented to discuss the results after tourism development.

CHAPTER 6

COMPARISON OF RESULTS BETWEEN STUDY OF MADEIRA AND PORTO SANTO

6.1. A COMPARISON BETWEEN PORTO SANTO AND MADEIRA

This study is a replication study of the one conducted on the island of Madeira by Professor Doutor João Félix Martins in 2000.

The two islands belong to one tourism destination as an archipelago. However Porto Santo and Madeira are very different from each other offering different tourism attractions. In this way the two tourism destinations individually portray two different realities.

Geographically, Madeira is larger in area and size in comparison to Porto Santo. Madeira has a central mountain range that divides the island in two: the northern and the southern coast. The landscape is very rugged and steep. The climate allows the growth of a large variety of vegetation as well as a large amount of water.

The island of Porto Santo is smaller in dimension. The island is divided into two areas by the airport runway, namely east and west. The island is extremely flat and very dry with a limited amount of agriculture. The vegetation is scarce and the climate does not offer a high level of precipitation.

Corresponding to the geographic particularities of each island, a natural context for different tourism types is given: namely nature tourism, business tourism, sport tourism and island tourism. Actually, sometimes the two islands are perceived and marketed as complementary in nature, since sun and beach tourism is attractive for a large market which increasingly seeks for a diversified holiday experience, which can be made possible by the combination of the islands, permitting distinct types of activities and experiences.

The island of Madeira has approximately 250 000 inhabitants while Porto Santo has a limited population of about 4 500 persons. In comparison with the island of Madeira the population distribution may be proportionate one island to the other, approximately 80% in the south and approximately 20% in the northern part of the islands.

The tourism industry is significant for the region of Madeira, which includes Porto Santo, with their climate, geography, scenic beauty, rural landscape, environmental quality and the availability of various activities, namely the walking tracks, fishing and hunting

possibilities on Madeira and the beaches of Porto Santo. The archipelago is perfect for the local government agencies keen to foster tourism development, even if it means that local interest and controversy towards tourism may be ignored.

In relation to tourism, the island of Madeira is more developed than Porto Santo. Tourism dates from the 18th century in Madeira and even though the first airport built in the archipelago was in Porto Santo (1960), the sector evolved more on the island of Madeira. Only in recent years has attention been given to Porto Santo in relation to tourism (Dantas, 2005).

The European Union provides funds to the archipelagos of Madeira and the Azores. Madeira opted to invest the funding in better social infrastructures and the Azores invested in agriculture and the main economic areas of importance, such as the lactose industry. The strategy used in the Azores is logical. These areas are of great importance to the residing population, besides providing employment and improving their quality of life, it generated an increase of 30% in the tourism industry (Fortuna, 2005). The evolution of the tourism industry may have a synergetic effect, becoming a tourism attraction for the islands (landscape, pineapple and tea plantations, among other attractions) and it generates awareness among the population in the tourism sector. The necessary infrastructures are built to satisfy the tourism demand generating more employment and benefiting the resident population in a sustainable manner so as not to destroy the main attractions of the islands (Jordan, 2002).

Unfortunately, Porto Santo is a destination where more attention is being given to the built heritage. There are two examples of neglect of the heritage: the windmills and the wine. The windmills were restored but do not fulfil their original utility, and there is the ongoing abandonment of the production of the once well-known wine of Porto Santo. The investment in tourism on the islands of Madeira and Porto Santo, therefore, concentrates on the basic social and tourism infrastructures, with a larger concentration of infrastructures visible in the south.

An interesting phenomenon developing in tourism is *oceanic tourism* (Figueira de Sousa, 2006). The idea is the creation of a centre for reservations for the development of tourism activities related to the ocean for those countries that have a strong connection to the sea, such as Spain and Portugal. This tourism type has been developed in Spain, where the tourism reservation centres permit, for example, sailing or diving, visiting a maritime

museum or enjoying a meal at a good fish restaurant. *Oceanic tourism* could undoubtedly become an interesting attraction point for the archipelago. Madeira, however, has an over-saturated marina providing an over-rated competitive amount of oceanic activities, such as deep sea diving and fishing. Porto Santo on the other hand has an under-developed marina. The marina can develop several oceanic activities of a great diversity to make it more competitive. In this way the marina provides quality instead of quantity.

Porto Santo has recently experienced a tourism boom in terms of infrastructures. Some impacts have been verified in different areas on the island (Dantas, 2005). Environmentally, the city has become a lot cleaner and there is a greater amount of sensibility on behalf of the residents concerning use of public space, for example visible at the beach. The new infrastructures in the city have given it a new dimension and made it dynamic. On the other hand, there has been a large “boom” of housing with the construction of second residences or holiday homes. Its results are an unorganised urbanism, the loss of character of the landscape and in parts, destruction of the sand dunes (north – “Mornos”; east – “Foz da Ribeira do Calhau), which are responsible for supplying sand for the beaches situated in the southern part of the island. Most of these holiday homes are not occupied for a large portion of the year and are responsible for non-accountable tourism stays on the island. According to Dantas (2005), there are 31.8% second residences in Porto Santo, which accounts for 3.6% of the Autonomous Region of Madeira, followed by the councils of Santana and Calheta.

The quality of life seems to be improving, but the cost of living is also increasing. The projects instituted aimed at the establishment and consolidation of the commerce and services that directly or indirectly are related to tourism. According to Dantas (2005), 14.7% of the active population works in the hotel industry. However, one of the biggest problems there is on the island is that the majority of the businesses with more return belong to the non-residents.

There are also a few other factors that differentiate the two islands. Madeira is experienced in tourism since the 18th century while Porto Santo has just recently gained more attention as a tourism destination. The development of aviation technology and low-cost charter flights over the last 30 years has brought more benefits to Madeira in comparison to Porto Santo, even though the latter acquired the first airport of the archipelago. Madeira, unlike Porto Santo, has along the years developed promotion

campaigns. However Madeira's advertising overseas has incorporated Porto Santo through concepts such as spa tourism and tranquillity. The maderians continue to go to Porto Santo mostly by ferry, thus creating domestic tourism. The island of Madeira has a vast variety of target markets depending mostly on international tourism. It only practises domestic tourism through their rural hotels known as "quintas" over throughout the whole island by the movement of maderians visiting Porto Santo.

On the island of Madeira the various components of the tourism industry (hotels, restaurants, rent-a-cars, etc) are owned by a large percentage of local entrepreneurs with the exception of a percentage of overseas investments and ownership. On the island of Porto Santo there is a high level of expatriate ownership and management, which creates a very limited amount of benefits for the local population and initiates a feeling of revolt amongst the inhabitants of the islands. The main owners and managers are usually maderians and foreign investors, while the higher employment posts belong to foreigners with a higher level of classification, tourism education and experience in the business. For this reason training and education in tourism is important for the island. The local population is typically given the lower employment posts with poorer salaries and seasonal work that creates an increasing sentiment of negativity towards the industry.

Over-specialisation in one economic activity (Oglethorpe, 1984) and dependence on a range of external linkages (Bastin, 1984, quoted by Lockhart, 1997:13) are also one additional of the main problems of the island of Porto Santo. For many years the island of Porto Santo has been known as the "sand, sea and sun destination", with business tourism and nature tourism only recently being introduced, while Madeira has had a great diversity of tourism products to offer for a long time. Porto Santo has had for a great amount of years a strong dependence on the Maderian market or domestic tourism. Tourism monoculture was most criticized put out of practice in the late 1970s with the example of Malta and this is only recently occurring in Porto Santo.

The case of Gozo to Malta (Boissevain, 1979 cited by Bramwell, 2003) can be compared to Madeira and Porto Santo. There is a traditional antagonism between the two islands of the archipelago, especially towards the Maderians or the Maltese from the point of view of residents of smaller islands. Just as in the case study of Gozo (Bramwell, 2003), the residents of Porto Santo feel degraded by the Maderians for many years, whom they consider them noisy, dirty, small spenders (most cases bringing their own food)

contributing little or nothing to the local economy. Besides these factors and the continuous aggravation of overcrowding and congestion by the Maderians there is a growing awareness that Maderian entrepreneurs and vacationers are exploiting the economy and natural resources of Porto Santo. The awareness of the exploitation and the snob effect of tourism feed the ever-present tension between Madeira and Porto Santo. One of the reasons of the residents' pride of Porto Santo is the large percentage of literacy among the population. Many residents have a degree of higher education. Tension may also increase because there is a probability that the island will attract a larger portion of heavy spending foreign tourists that will diminish the seasonality and will not make them so dependant on Maderian tourists. The tourists from Madeira often vacation in the summer months and create the high peak seasonality in Porto Santo. The rhythm of the everyday lives in terms of tourism is conditioned by the ferry schedule. On the other hand, an example of diminishing seasonality is through golf tourism.

Besides the high investment of promotion of both insular tourism destinations, there have been great disappointments at both locations. The PITER Porto Santo project is temporarily put aside by the government. Their main objective of the national government is to place Porto Santo as their top priority in the Strategic National Tourism Plan for the following ten years (Oliveira, 2006). Several development societies have explored projects on both islands, however not always with the intended success. The stores of São Vicente opened and were closed at a later stage and some swimming pools are only used in the summer as well as the aqua-park of Santa Cruz also due to its location (Passos, 2006).

However, Porto Santo does not fall far behind. The market of Porto Santo was recently closed due to unfeasibility. The handicraft centre only has one store with local handicraft and a tourism office temporarily occupies another store, with three other stores abandoned by businessmen. The leisure zone known as "Penedo do Sono" is considered "a disgrace" – at the end of summer, three establishments were closed, one is barely open, two were never inaugurated and one maintains its doors open as a dancing school. The weekend is when this area of animation is more alive, but often with some violence. The beach sports stadium considered to be one of the best in Europe is practically abandoned. The horse riding centre is stagnant and undergoing a few problems with no support (Passos, 2006). Porto Santo in comparison to Madeira is a serious case of unfeasibility in the majority of the projects which includes hotels having to close for the winter.

Agriculture in Porto Santo is also suffering and has many more problems and difficulties than those experienced by the farmers in Madeira, however the ACIPS (Commercial and Industrial Association of Porto Santo) has recently created a board of agriculture with the objective of expanding the restricted market, increasing competitiveness and expanding their seasonal production. This association, with the help of the farmers, is seeking to legally protect the production and sale of the Porto Santo wine in order to promote another quality product of the region (Rodrigues, 2006). Jordan (2002) states that agrotourism is a revival of agricultural production - a learning experience for the tourists. The production of the wine of Porto Santo as well as the preservation and the re-dynamization of the semi-abandoned windmills which are regional heritage are in a very bad state, though. Future plans for broadening further economic activities should be made to complement tourism. It will not depend on tourism as well as provide jobs and it might even become a tourism attraction.

The initiatives for the island are expanding. The cultural and congress centre is becoming very useful, attracting important meetings and events, such as the Insular Parliamentary Meeting in May 2006 (Silva, 2006) and the National Tourism Conference in 2005. The Pestana Resort hotel, inaugurated in the spring of 2008, is going to occupy seven hectares of the island. It is going to be a great asset to the island promoting sports and health tourism through golf and their spa. It is also going to create a small world within the hotel to keep the tourists entertained when there may be poor weather conditions (Fernandes, 2006). Enterprise partnerships with the hotels and the different new sporting complexes should be signed to complement the resort activities so as to assure their longevity as a long-term tourism investment. Community participation in tourism need not only be applied to small-scale projects, but can also be programmed for larger scale tourism projects such as beach resorts (Jordan, 2002). Often there are communities located near large development projects that may benefit from them without planning and programming, in the form of employment creation. However, if a policy is adopted for community participation and this participation is carefully programmed, then more benefits will accrue. Jordan (2002) further states that the adoption of an employment policy gives priority for employment in the resort to community residents, and provides the training necessary for these residents to be qualified for this tourism employment. The employment

programmes should encourage women's participation in tourism. This is important because Porto Santo is an island where there is a lot of seasonal employment.

Tourism has grown at a faster rate on Madeira and reached its peak, even though in Martins' study it is registered otherwise. Sustainability is essential now in this destination to maintain its quality. The same results were found in Porto Santo, the residents concurred that tourism was not growing too fast in the region, but if this study were to be done in the future, the results would state otherwise. This destination needs some investment and development in tourism, but a large amount of projects have spontaneously occurred in a short space of time. There might be repercussions that were not discussed and consulted with the community it may have an unpleasant outcome that will be felt more due to its size.

One of the differences between the two destinations is that there is a stronger intercultural exchange between tourists and residents visible on Porto Santo than on Madeira. In Madeira, this type of exchange may occur but due to its size it is not as evident. This occurs when tourists come over to the island on holiday, buy a home and retire while others look for employment and obtain a permit of permanent residency even through intercultural marriage. The most evident intercultural exchange factor is that most of the residents know how to speak at least a little bit of English, if not any other languages. On Porto Santo intercultural exchange might occur because it is a smaller island with a smaller population this effect might be strong. To prove this, the Regional Board of Statistics in Madeira (Direcção Regional de Estatística: DRE) registers in 2004, 154 018 passengers disembarked on Porto Santo and by air 80 525 passengers in comparison to the 4 706 residents on the island registered in the Census in 2001. There will be a slow change in the original culture of the residing population over the years, especially with international tourism. As the tourists go to Porto Santo, they introduce their culture, their language, and different standards of living that the hosts have to adjust to. The tourist should rather best inform himself or herself to provoke less damage as possible in the host culture. The host population might imitate the tourists and in an inattentive way start to change their culture and life style. Emigration could also occur. All these factors that have taken place in both destinations may be more harmful to the island of Porto Santo and lead to the destruction of their original culture.

Tourism is the largest foreign exchange earner, ignoring the domestic tourism. Porto Santo has a large amount of domestic tourism with no relevant expenditures left to the island, yet it causes over saturation of the basic infrastructures and equipment, which naturally reflects in the residents' attitudes.

Residents living in a high-density tourism area in Madeira showed more favourable attitudes than those in Porto Santo. The tourism sector of the island of Porto Santo may not have reached its full potential yet and the benefits may not have reached the residents, while costs might be more visible here. The awareness of the sector may have arisen but its importance is not recognised. The foreign investors or those from the island of Madeira are the sole benefactors of tourism on Porto Santo. The high degree of seasonality may also be the cause for the negative attitudes of the residents of Porto Santo towards tourism.

6.2. COMPARISON OF SURVEY RESULTS BETWEEN PORTO SANTO AND MADEIRA

"Tourism of sand, sea and sun" is the type of tourism that is sold with the new and existing infrastructures. It is important that this evaluation of the residents' attitudes towards tourism be done in the pre-development phase. Mason and Cheyne (1996) state that it is essential that this process of investigation occur in the pre-development state to ensure that negative impacts of tourism in communities are minimised and positive effects are maximised.

The study of Porto Santo depicted the following facts:

- there were strong views on tourism development in small-scale;
- the negative and positive impacts of the proposed development were related to the levels of community attachment;
- although generally supportive, there was a certain level of opposition, despite the small amount of current tourism activity in comparison to Madeira.

The replicate study of Porto Santo has common topics to the ones discussed in Madeira, but have undertaken a different thesis structure. The same survey instrument is utilised in both studies and were better adapted to the reality of the destinations. The form of analysis that was undertaken was also different. The analysis of the residents' attitudes on the island of Madeira was factorial analysis. Though the statistical programme used in both of the studies was the SPSS (Statistical Programme for the Social Sciences).

Statistics has been a problem to obtain on the island of Porto Santo, either because of its non-existence or the unavailability on tourism and transport. Unfortunately, in Porto Santo's statistics in comparison with those of other areas is quite recent. In Madeira, there is a greater availability of statistics due to tourism development and its importance. Statistics on tourism in Madeira dates from the 1970's. Some statistics of Porto Santo is often included in those of the Autonomous Region of Madeira. Porto Santo has been a tourism destination for many years due to its wonderful beaches and therapeutic purposes. Attention has only been given to this tourism destination recently; therefore there was never a statistical register of the tourism activity that took place. Only in recent years have the authorities given more importance to collecting statistics in these areas and seem to be in a phase of organisation.

The lack of statistics did not allow this study to confirm the accuracy of the knowledge of the residents towards tourism. The availability of these statistics in the study of Madeira allowed examining whether or not the residents were well informed over the reality of the sector of tourism in Madeira. There was no separation of the different regions that belong to the archipelago of Madeira, so in the majority of the available tourism statistics are included as a whole in RAM, as referred to above. Porto Santo is not considered in statistical terms as an island, but a region. Therefore there is great difficulty in obtaining exact statistics.

Generally, the first comparison that is noted between the study of Madeira and Porto Santo is that the attitudes of the residents on the island of Madeira are more positive towards tourism than those of Porto Santo. This may be due to quite a few factors, mainly the high seasonality and the rivalry towards the maderians on behalf of the residents of Porto Santo that compose the largest percentage of the incoming tourism.

Table 6.1. Gender analysis of Martins' study in 2000

Gender	No.	Mean	SD
Male	157	3.67	1.1
Female	225	3.60	1.12

Source: Martins (2000)

Martins' study (2000) stated that the women on Madeira with an attitude scale of 3.60 had slightly less positive attitudes towards tourism than men with the overall mean of 3.67. The t-test scores showed however no difference between the sub-samples. Martin states that men are more interested in tourism economically because the employment rate for men is higher and men are the breadwinners, more conscious of the contribution of tourism to the economy.

Table 6.2. Gender differences regarding mean attitude levels on Porto Santo

Gender	Attitudes to tourists	Attitudes to tourism industry	Attitudes to economic impacts	Attitudes to future actions	Global Attitudes
Masculine	3.44	3.28	4.04	2.89	3.38
Feminine	3.47	3.29	3.97	2.86	3.37

Source: survey of residents on Porto Santo (2004)

Porto Santo's study did not show a significant difference between men (3.38) and women (3.37) towards tourism, considering the results of the Mann-Whitney test (MW=38299,5, sig 0,939). Men and women seem to have similar attitudes towards tourism. However the men registered more favourable attitudes towards the economic impacts (4.04) and the future actions (2.89) than the women.

The link to tourism through education, employment, contact with tourists and family employed in tourism was analysed as a determinant of attitudes towards tourism in both studies, since literature suggests that those with a link to tourism have a more positive attitude towards tourism than other residents (Martins, 2000; Mason and Cheyne, 2000, Teye et. al, 2002, Jurowski and Gursoy, 2004 and Haley, 2005).

The differential attitudes towards tourism in Porto Santo based on the links to tourism in relation to education and making a living in tourism, direct contact with the tourists, a business in tourism and close relatives working in the tourism industry is shown in the table below.

Table 6.3. is a reference point to the following tables that show the global attitudes towards the various links to tourism between Porto Santo and Madeira.

Table 6.3. Differential attitudes towards tourism in Porto Santo based on links to tourism

Tourism links	Attitudes to tourists	Attitudes to tourism industry	Attitudes to economic impacts	Attitudes to future actions	Global attitudes
With education in tourism	3.66	3.19	3.99	2.93	3.41
Without education in tourism	3.43	3.30	4.00	2.87	3.37
Living in tourism	3.50	3.29	4.10	2.99	3.43
No living in tourism	3.43	3.29	3.95	2.82	3.34
Direct contact with tourism	3.51	3.29	4.01	2.91	3.40
No direct contact with tourism	3.42	3.28	4.00	2.85	3.36
Business in tourism	3.53	3.22	4.05	2.94	3.40
No business in tourism	3.45	3.29	4.00	2.87	3.37
Close relatives in tourism	3.49	3.27	3.84	3.84	3.34
No close relatives in tourism	3.44	3.29	4.05	2.89	3.38

Source: survey of residents on Porto Santo (2004)

Martin registers that overall there are no significant differences between the general means of the two groups, but through t-tests the certain variables showed significant differences between the respondents. Regarding education those that had no education in tourism had a more enthusiastic and friendly admiration for tourists than those that were educated registering a score of 4.44. Those without education in tourism also showed a stronger attitude to tourism being good for Madeira's economy with 4.48. According to Martin this shows that those educated in tourism are more realistic about the additions to its economy.

Table 6.4. Comparison of the results of an education in tourism between Porto Santo and Madeira

	Madeira		Porto Santo	
Education in tourism	No.	Mean	No.	Mean
Yes	38	3.71	73	3.41
No	355	3.64	490	3.37

Source: Martins (2000), survey of residents on Porto Santo (2004)

In Porto Santo's study the global attitude towards tourism of those that are educated in tourism (3.41) are stronger than those that have no education in tourism (3.37) which are similar to the results of Madeira where those educated in tourism register a mean of 3.71 and those without have a mean of 3.64. According to table 6.3. those that are educated in tourism have stronger attitudes towards the future actions of tourism (2.93) and the tourists (3.62), while those that do not have education in tourism provide stronger attitudes towards the economic impacts (4.00) and the tourists (3.31).

There is accordance with Martins as those that are not educated in tourism do not know the reality and so view the economic impacts and the industry positively. Those who are educated in tourism preoccupy more with the tourists and the future actions of tourism.

Table 6.5. Comparison of the results of a living in tourism between Porto Santo and Madeira

	Madeira		Porto Santo	
Living in tourism	No.	Mean	No.	Mean
Yes	62	3.74	191	3.43
No	320	3.63	372	3.34

Source: Martins (2000), survey of residents on Porto Santo (2004)

Those making their living in tourism on Madeira had no significance in the t-tests, however it showed more positive attitudes towards tourism in general for those that worked in tourism with a score of 3.74. Porto Santo's study shows that overall those that make a living in tourism have a slightly more positive attitude (3.43) than those that do not make a living in tourism (3.34). In comparison to Martins's study very similar means were

registered for all the groups of attitudes (table 6.3.) except for their attitudes towards the tourists where those who make a living in tourism have a more positive attitude (3.50). The residents who make a living in tourism should display stronger attitudes towards the economic impacts due to the fact that their income comes from tourism unless they are poorly paid. Nevertheless the contact that is achieved with the tourists seems to be of some importance to those that work in tourism.

Table 6.6. Comparison of the results of the contact with tourists between Porto Santo and Madeira

	Madeira		Porto Santo	
Contact with tourists	No.	Mean	No.	Mean
Yes	124	3.72	228	3.40
No	238	3.61	335	3.36

Source: Martins (2000), survey of residents on Porto Santo (2004)

Those who had contact with tourists registered stronger attitudes towards tourism (3.72) in Martins' study than those without (3.61). Similar results are shown in Porto Santo where those who have contact with tourists as part of their job in Porto Santo (3.40) also have stronger attitudes towards tourism than those without (3.36).

Regarding table 6.3. those that have contact with tourism as part of their jobs support the importance of the tourism industry (3.85) confirming that there exists a more friendly relationship of hosts directly contacting with tourists. This proves that the knowledge of and exposure to tourists influence residents attitudes according to Professor Martins (2000). The residents that are in contact with the tourists have a more positive attitude towards the tourist. There is a possibility that job experience influences attitudes as well.

The attitudes of those with contact with tourists are similar to those without in what concerns the tourism industry, economic impacts and future actions, however those with contact register more positive attitudes towards the tourists (3.51:3.42) possibly for the same reasons that Martins established prior.

Table 6.7. Comparison of the results of those with a business in tourism between Porto Santo and Madeira

Business in Tourism	Madeira		Porto Santo	
	No.	Mean	No.	Mean
Yes	22	3.67	228	3.40
No	360	3.64	335	3.36

Source: Martins (2000), survey of residents on Porto Santo (2004)

In Professor Martins' analysis some demographic variables were crossed with some of the 23 statements of the questionnaires. In general Martins' study had the following conclusions: those that had a business related to tourism had a slightly more positive attitude towards the sector (3.67). Those with a business in tourism agree with investment in tourism and see it as increasing tourism demand for the island, while those that had no business related to tourism had a more positive attitude to: the improvement of the quality of life (4.11), the tourists coming to Madeira on a permanent basis (3.71), the tourism industry supporting the region (3.63) and Madeira not being too dependant on tourism (2.02) This revealed that tourism is more important to those that do not have a business in tourism. Those who have a business in tourism seem to not have such a positive attitude because they possibly see the weaknesses of tourism as an economic force.

In Porto Santo those who have a business in tourism have stronger attitudes towards tourism (3.41) than those without (3.37). Regarding table 6.3. those who have a business in Porto Santo related to tourism register more positive attitudes than those without in all four groups except for the tourism industry (3.22:3.29). This is possible because those that have a business in the tourism industry know its reality better. The economic impacts and tourism's future actions are favourably looked upon because it gives benefits and the tourists are necessary for their success.

Table 6.8. Comparison of the results of those with close family relatives employed in tourism between Porto Santo and Madeira

Family Relations in Tourism	Madeira		Porto Santo	
	No.	Mean	No.	Mean
Yes	184	3.62	124	3.34
No	196	3.67	439	3.38

Source: Martins (2000), survey of residents on Porto Santo (2004)

Generally, those who have family related to tourism in Madeira and in Porto Santo display stronger attitudes than those without. In Madeira those with close family relatives in tourism registered 3.62 than those without registered 3.67, while in Porto Santo those with family relatives in tourism have a score of 3.34 and those without have a score of 3.38. Both the results are rather close to one another.

In Madeira's study more acceptance of tourism was verified as a development tool for the island but in general family relations is not a determiner of the attitudes towards tourism.

The study in Porto Santo (table 6.3.) has similar means to all four groups with exception to the economic impacts where those with close relatives in tourism register a mean of 3.84 and those without relatives register 4.05. The latter shows that those without family relatives in tourism have a more positive attitude towards the economic impacts possibly because they do not know the reality of the tourism industry as those that have relatives in tourism.

Table 6.9. The numbers, percentages, means and standard deviations of the various age categories on Madeira

Age Category	No.	%	Mean	SD
15-24	62	15.7	3.71	1.14
25-34	80	20.3	3.66	1.12
35-44	89	22.5	3.71	1.10
45-54	82	20.8	3.66	1.03
55-64	44	11.1	3.54	1.15
Over 65	38	9.6	3.51	1.19
Total	395	100	3.63	1.12

Source: Martins (2000)

Regarding various age categories and their means, Martins (2000) states that according to the literature review the younger and more educated tend to have a positive attitude to tourism which confirmed the results of the island of Madeira. Two groups of people between 15-24 and 35-44 score higher than all the other age groups while those above 65 scored the lowest scores. The younger generation also agreed that the tourists were friendly demonstrating more acceptance from the younger generation towards tourists, mixing and socialising, more than the older generation according to Martins' interpretation.

Table 6.10 Differential attitudes towards tourism in Porto Santo based on age categories

Age groups	Attitudes to tourism	Attitudes to tourism industry	Attitudes to future actions	Attitudes to economic impacts	Global Attitudes
15-25	3.32	3.27	3.84	2.78	3.28
26-35	3.52	3.28	4.06	2.94	3.42
36-45	3.52	3.29	4.06	2.90	3.41
45-55	3.54	3.28	4.06	2.97	3.43
Over 55	3.25	3.4	4.1	2.65	3.32

Source: survey of residents on Porto Santo (2004)

The global attitudes on Porto Santo towards tourism from all age groups were constant (+/-3.40) except for the age groups of 15-25 (3.28) and over 55 (3.32). The reason may possibly be that the older generation is indifferent to tourism and the younger according to former experience of seasonality do not view a job in tourism as a stable employment or income. The same pattern is verified in the future actions and the tourists. The older generation however favours the tourism industry possibly because they have more at their disposal than that they had previously in terms of infrastructures. There is also more entertainment. However, the younger generation registers the lowest results in all four groups in comparison to all the other age groups.

One great difference in residents' attitudes is that in Madeira the students had a more positive attitude towards the sector than those of Porto Santo. The students in Porto Santo may be interested in other areas of study to improve the quality of life of the residents rather than get involved in a sector where there is seasonal employment, instability and low paid jobs with difficult time-schedules.

Table 6.11. The numbers, percentages, means and standard deviations of the various education levels on Madeira

Category	No.	%	Mean	SD
Less than primary schooling	81	20.5	3.52	1.12
Primary School	77	19.5	3.64	1.11
Secondary School	174	44.1	3.67	1.11
Higher Education	62	15.7	3.66	1.14
Unrecorded	1	0.3	3.66	
Total	395		3.62	1.12

Source: Martins (2000)

Martins (2000) suggests that in reference to the literature that the education level influences the attitudes of the residents towards tourism. Martins registers positive attitudes from those with secondary school education (3.67) and higher education (3.66) in comparison to those with primary education (3.64) or no schooling (3.52). So by these results Professor Martins (2000) proves that those with higher levels of education have more positive attitudes towards tourism.

Table 6.12. Differential attitudes towards tourism in Porto Santo based on the education level

Education level	Attitudes to tourism	Attitudes to tourism industry	Attitudes to future actions	Attitudes to economic impacts	Global Attitudes
No schooling	3.38	3.33	4.04	2.93	3.38
Incomplete schooling	3.10	3.39	4.12	2.65	3.27
Primary school	3.35	3.29	3.97	2.86	3.33
Secondary School	3.48	3.29	3.99	2.85	3.37
Higher Education	3.63	3.24	4.10	3.08	3.47

Source: survey of residents on Porto Santo (2004)

In Porto Santo those with higher education have the strongest attitudes towards tourism (3.47) followed by those with no schooling (3.38) and those with secondary school (3.37). The residents with a higher level of education have more knowledge on the tourism industry but those with no schooling possibly view tourism positively due to the fact that they do not know its reality or have no knowledge of it. It may also be due to the fact that those with no schooling possibly are easier employed. The means remain similar for all age groups in relation to the tourism industry, the economic impacts and future actions. The higher level of education has more favourable attitudes towards the tourists possibly because they have more knowledge and it is easier to interact with the visitors. The education level of the residents influences their attitudes.

Those who had primary and secondary school as well as higher education had more positive attitudes towards tourism on Madeira in comparison to Porto Santo. The research study on Porto Santo showed similar results to those of Madeira. The higher the education the more positive are the attitudes with the exception of those with their primary school education. The residents of Madeira might be contracted by the hotel industry with greater facility than those of the island of Porto Santo. The residents of Porto Santo with primary school education are older and prefer to maintain the old way of life and traditions rather than rely on tourism to develop the island.

Table 6.13. The numbers, percentages, means and standard deviations of the various occupational statuses of the sample on Madeira

Category	No.	%	Mean	SD
Full time employment	196	49.9	3.70	1.06
Part time employment	36	9.2	3.73	1.09
Student	36	9.2	3.69	1.11
Unemployment	18	4.6	3.54	1.10
Pensioner	41	10.4	3.52	1.18
Housewife / husband	46	11.7	3.57	1.16
Other	20	5.7	3.45	1.26
Total	393		3.60	1.13

Source: Martins (2000)

The occupational status according to Professor Martins was chosen as one of the factors that influences the attitudes of the residents. In Madeira, the full and part-time employed as well as the students had similar attitudes towards tourism (+/-3.70) registering the more positive attitudes. Those working and studying consider the tourists more environment friendly than some residents. The unemployed have more fear of competition in the job market (3.55), the pensioners (3.53) are more protective over their homeland and the other groups overall welcome tourism. The active population and the students are more friendly and understanding and so reveal more positive attitudes towards tourism. The full-time (4.61) and the part-time employees (4.44) reveal more awareness of the importance of tourism to Madeira's economy. In Madeira all the groups disagreed with the limitation of economic growth in the island. There was a general consensus. The residents seem to generally associate the need of growth with jobs and business opportunities. In Madeira's study the students registered a score of 3.83 in disagreeing that Madeira was growing too fast possibly due to the job market as well as the unemployed (3.72). The occupational status demonstrated that the full and part-time workers as well as the students in Madeira had a more positive attitude towards tourism.

Table 6.14. Differential attitudes towards tourism in Porto Santo based on the occupational statuses

Occupational Status	Attitudes to tourism	Attitudes to tourism industry	Attitudes to future actions	Attitudes to economic impacts	Global Attitudes
Full time employment	3.47	3.29	4.03	2.91	3.39
Part time employment	3.69	3.28	4.15	2.94	3.48
Student	3.23	3.26	3.66	2.61	3.18
Unemployed	3.44	3.33	4.04	2.89	3.39

Source: Source: survey of residents on Porto Santo (2004)

In Porto Santo those that work in a regime of full-time (3.39) and part-time (3.48) have more positive attitudes towards the sector within the age group 25-55. The students have the lowest score with 3.18 in relation o tourism in general. The students seem to not have positive attitudes to tourism either due to the lack of knowledge as well as the future

in tourism. The students might be aware of the reality of the tourism industry in Porto Santo with its strong peaks of seasonality. The students register the lowest scores in all four groups, yet in relation to the tourism industry they exhibit slight positive attitudes (3.26) possibly because the tourism industry provide part-time jobs in the peak season (summer). The part-time employees register the highest scores possibly because tourism provides them with their part-time employment.

The following table shows the results of the attitudes of the 23 statements that were conducted by Professor Doutor João Félix Martins in 2000 and the study conducted on Porto Santo in 2004.

Table 6.15. Results of the attitude rating: Means and standard Deviations for 23 attitude statements

Statements	Porto Santo Mean	Madeira Mean
Attitudes regarding Economic Impacts (E.I)		
11. The tourism industry is good for Porto Santo's economy.	4.29	4.47
12. The tourism industry, overall, does a good job in supporting the region in which I live.	4.02	3.64
23. The funding used by the government and a related body in advertising is a good investment to attract tourists.	3.91	3.94
3. The tourism industry provides many worthwhile employment opportunities for residents of Porto Santo.	3.80	4.38
Attitudes regarding Tourism Industry (T.I)		
7. I believe that the tourist industry has improved the quality of life on the island.	3.85	4.09
2. If it was not for the tourism industry, this island could not support many of its cultural and recreational facilities.	3.66	3.67
16. The tourism industry on our island is too commercialised.	3.48	2.96
4. On the whole, the tourism industry regulates the policies its activities well.	3.17	3.46
20. The airline connections in Porto Santo are better because of Tourism.	2.93	3.13
22. The tourism industry has too much political influence on the island.	2.86	2.63
6. I believe that tourism in Porto Santo has caused taxes to go up for residents because of the extra police needs, roads, etc.	2.80	3.24
Attitudes regarding Future Actions (F.A)		
15. I feel the members of the tourism industry (eg. Hotels, restaurants, cafes, attractions, airlines, travel agencies, taxis, rent a car, etc.) should be	3.43	3.74

taxed greater than other industries on the island.		
14. I feel that tourists should be taxed to a greater extent than local citizens to pay for the services that they use.	3.24	3.79
18. I feel that Porto Santo is growing too fast.	2.72	3.30
19. Porto Santo is too dependent on tourism.	2.52	2.05
17. I am in favour of limiting economic growth on the island in which I live.	2.49	3.47
Attitudes regarding Tourists (T)		
8. This island would be a better place if there were no tourists here.	4.26	4.44
13. The tourists I have seen in our shopping malls and stores are generally rude and pushy.	3.87	4.19
9. The tourists that come to Porto Santo are usually not very friendly.	3.43	4.01
10. The tourists do not pay their 'fair share' for the services provided.	3.33	3.65
5. I like most tourists as long as they do not move here to stay.	3.17	3.70
21. There would be little traffic congestion if not for the tourists.	3.11	4.17
1. As a whole, Tourists who come to Porto Santo are inconsiderate of our island resources	3.04	4.02

When statements are negative the reversed order of rating should be considered.

1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree.

Based on pair wise deletion of cases with missing values.

Source: Martins (2000), survey of residents on Porto Santo (2004)

In general Martins' study suggests very strong attitudes on behalf of the residents towards tourism. Most of the means are equivalent or superior to 3. In the table above the residents consider the tourists and the economic impacts of tourism more positive rather than the future actions and the tourism industry. The tourists are possibly considered to be essential for the tourism destination so the residents display stronger attitudes towards the questions that involve tourists.

In comparison, Porto Santo displays similar results to those of Madeira. However the residents' attitudes of the island of Porto Santo are not as positive as those of the island of Madeira. In the four attitude groups the economic impacts were where the strongest attitudes were expressed, while the other three groups have mostly attitude results around the 3 average with the exception of a few statements. The attitudes of the residents of Porto Santo show mostly uncertainty, slightly positive or slightly negative attitudes towards the tourism industry, future action and tourists.

Regarding government support to tourism, Porto Santo has no available data to prove the accuracy of the results, there is a general outlook on this issue on both the

tourism destinations, even though Martins' study did cross-relate the data collected. Both regions exhibited a favourable attitude in governmental support towards tourism, yet those from Porto Santo were less positive than those of Madeira.

Representative opinions is a difficult concept to explain because in communities there exists pressure groups that may be supportive or antagonistic to tourism. Pressure groups use the social and political systems to reach their objectives. Depending on the societal structures, it may be impossible to introduce a representative consultative process depending on the non-existence of a participative democracy, limited communication access and where the societal structures vest the responsibility for community views onto a single person. In tourism development, confirmed representatives must express local opinion. "Opinion" can also be speculative; a person may not have any knowledge or experience in the industry to anticipate changes.

The views of the community should be known before development takes place, tourism acquires a better view through information on the acceptability of the any proposed development, where the local community's views are known and if their fears are avoided by the development of any appropriate management strategy (Likorish and Jenkins, 1997).

It is also necessary to mention that in order to get a broader perspective of the attitudes of the residents towards the tourism in this destination, it is essential to do another evaluation on the attitudes within a longer period of time, especially considering the fact that there have been many modifications and new infrastructures introduced in Porto Santo. This is necessary to obtain a better understanding of modifications and the evolution of the attitudes of the residents. At a later stage the attitudes may change to be more positive, negative or indifferent towards a new reality and the variation of both time periods can be examined.

In general the attitudes that were exhibited by the residents of the island of Madeira were more positive than those seen on the island of Porto Santo. Patterns were found in the various variables in the questionnaire and possible reasons were given to better understand its reality both in Madeira and Porto Santo.

CHAPTER 7

CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

7.1. CONCLUSIONS FROM FINDINGS AND ALTERNATIVE EXPLANATIONS

7.1.1. RESIDENTS' ATTITUDES

The main purpose of this thesis is to determine the attitudes of the residents towards tourism on the island of Porto Santo. The main research question was designed to assess the relationship between residents' attitudes towards the socio-cultural impacts, the consequences of tourism and its development as the replication study conducted by Professor João Félix Martins on the island of Madeira in 2000. The outcomes are:

- there was underlying dimensions regarding residents' attitudes towards the impacts and consequences of tourism, such as the contact with tourists, education level, education in tourism, business related with tourism, family relations in tourism, living in tourism, age, gender;
- residents of Porto Santo have different internal patterns of attitudes regarding the social impacts and consequences of tourism, namely:
 1. the genders have similar attitudes towards tourism but the men have stronger attitudes towards the economic impacts and future actions;
 2. those educated in tourism have stronger attitudes towards the tourists and the future actions of tourism;
 3. those with no education in tourism have more positive attitudes towards the economic impacts of tourism;
 4. those who make a living in tourism have slightly more positive attitudes towards tourism, mainly towards the tourists where it was expected to have stronger attitudes towards the economic impacts;
 5. those who have contact with tourism through knowledge or exposure to the tourists have stronger attitudes towards tourism;
 6. Those who have business related to tourism generally have stronger attitudes towards tourism with exception to the tourism industry;

7. those with family relatives in tourism have stronger attitudes towards tourism but those with none look favourably to the economic impacts of tourism;
 8. the older and the younger generation have less positive attitudes towards tourism, where those who are active in society are more positive towards tourism;
 9. those with a higher education have stronger attitudes towards tourism due to the access of more knowledge of the sector;
 10. those with no schooling have more positive attitudes towards tourism because the reality of tourism is not known;
 11. full and part-time employed have stronger attitudes towards tourism; and
 12. the younger generation have the least positive attitudes towards tourism.
- residents of Porto Santo have different patterns of attitudes in comparison to Madeira regarding the social impacts and consequences of tourism, namely:
1. the residents attitudes of the island of Porto Santo are less positive than those of the island of Madeira, possibly due to the degree of seasonality experienced on Porto Santo;
 2. women on the island of Madeira have slightly less positive attitudes towards tourism in relation to the men;
 3. the younger generation have positive attitudes towards tourism on Madeira in general; and
 4. those with secondary school and a higher education in tourism have more positive attitudes towards tourism on Madeira.
- There were similarities between the two studies applied in Porto Santo and Madeira, namely:
1. more positive attitudes are expressed by the men in concern with the economic impacts of tourism;
 2. those without education in tourism are more positive towards the economic impacts of tourism;
 3. those who have contact with tourism have stronger attitudes towards tourism than those without;

4. those who have a business in tourism have a more positive attitude towards tourism than those without;
 5. those with family relatives in tourism have stronger attitudes towards than those without;
 6. the more educated have a more positive attitude towards tourism;
 7. the older generation have a less positive attitude towards tourism; and
 8. the full and part-time employees have a more positive attitude towards tourism.
- it is not possible to determine residents' attitudes towards tourism impacts and its consequences according to their knowledge about tourism due firstly to the lack of information that the residents have about tourism and secondly there is no information to compare the results to determine its accuracy;
 - it is not always possible to determine residents' attitudes towards tourism impacts and its consequences according to their socio-economic and demographic characteristics;
 - it is not possible to determine residents' support for the development of tourism according to their attitudes towards tourism impacts and its consequences as there is no available information to prove its accuracy therefore it is very subjective.

However, as the literature review states the smaller the space of the tourism destination the more tourism is visible. It also determines that the closer to the core of tourism the more negative the response to tourism. Porto Santo is a good example. The residents express mainly neutral to negative attitudes towards tourism due to seasonal employment, the occupancy of the white collar jobs by outsiders, intense use of the basic infrastructures, overcrowding, congestion and deterioration of the quality of life.

Porto Santo has a host community which is closed and tightly structured. The residents' attitudes of those linked to tourism through education, family relatives, business, employment and contact with tourists have a more positive attitude towards tourism and its development. However, there is a large portion of the population that is not involved in tourism because of their experience with the high peaks of seasonality. The local government through the development society has introduced new attractions and renovated others (cultural and natural) to try and diminish seasonality, attract new markets and

provide better facilities for the local population. Nevertheless, Porto Santo is going to remain a complementary tourism destination to the island of Madeira.

7.2. CONTRIBUTIONS OF THE RESEARCH

The elaboration of this dissertation and its findings serve to expand the body of knowledge on tourism by describing residents' attitudes of the island of Porto Santo. Furthermore, this study comes to enrich the multidisciplinary sector of tourism on a sociological point of view considering that it is essentially based upon local communities, socio-cultural impacts of tourism, and residents' attitudes. Therefore, the research contributes to the status of tourism as a science, with potential to contribute to a more knowledge-based society.

This study hopes to bring more awareness to the local authorities of Porto Santo for the need of information in respect to tourism. The information available is limited to statistics based on the hotel stays, airport and ferry movement. There are no other statistics available to compare and confirm results from scientific studies. In comparison to Madeira it should be easier to collect this data because it is an island of smaller dimensions and population. It may also help in minimising some of the negative tourism impacts. It is essential to establish that the development societies are localised but at the same time these societies should work together to integrate certain attractions as a whole especially because Porto Santo is a complementary destination. For example a all inclusive golf package including accommodation, transportation and the use of all golfing facilities in all of the three golf courses available on both islands.

This study also hopes to bring awareness either to limit the development of tourism or to find successful development strategies to minimise its high index of seasonality and the residents' more negative attitudes towards tourism than those of the island of Madeira. This should be done through studies and the integration and participation of the local community in the projects so as to minimise the negative consequences that might result from the economic, environmental and socio-cultural impacts.

7.3. LIMITATIONS OF RESEARCH

This dissertation studies residents' attitudes, local communities and the socio-cultural impacts of tourism on Porto Santo. This study presented various limitations which are the following:

- the bibliography research is done from different subjective points of view allowing the scope of the thesis to be envisaged;
- the lack of more detailed tourism statistics on the island of Porto Santo, such as a comparison of the monetary benefits between tourism and other activities developed on the island;
- the delimitation of the geographical area chosen was the southern part of the island with most of the tourism activity and establishments and therefore did not include the northern part of the island with some tourism establishments;
- hesitation on behalf of the respondents to answer the questionnaire;
- the lack of knowledge available on tourism to the resident population;
- there were large deviations from the population distribution that must be considered biased and constitutes a limitation to this study;
- the sample procedure was one of convenience with no definite delimitations;
- the main survey instrument had to be adapted to the reality of the destination after the use of the pilot questionnaire;
- none of the statements that were chosen initially for the survey instrument regarding tourists were positive; and
- there are test results in relation to the differential attitudes presented in the thesis.

There was a lot of difficulty in statistic research because of the lack of tourism statistics on the island of Porto Santo. There are many statistics on a regional basis, namely tourism on the island of Madeira. This is due to the non-existence of an identity solely responsible for the collection of statistical numbers in the council of Porto Santo. There are few and recent statistics of tourism and a lack of diverse tourism numbers. If the above statements are proven to be untrue then it may be due to the lack of availability of the statistics or the entity responsible for working the statistical values.

Another limitation would be the lack of information about tourism dispersed among the community where the tourism projects are being implemented. It might be due to ignorance or the unwillingness of acquiring knowledge of the tourism projects. The

ignorance on behalf of residents towards the tourism industry is displayed on the residents' attitudes and personal views on the sector. The local government or the entity responsible for dispersing information throughout the community might not think this data necessary. However Porto Santo as a complementary tourism destination should have this information readily available. It provides a better reality of the situation and might arouse the awareness of individuals of the community that might have possible solutions for any negative consequences especially with the modern technology available nowadays.

In what concerns the empirical research, there were also some limitations. The sample size aimed to be a quantitative representation of the residents of the island and focused primarily on the southern part of the island where most of the tourism establishments are located. There were some biases in the sample, some introduced and others that could not be avoided. The population that was chosen and questioned cannot be defined because of the lack of certain demographical statistics available of the island.

In the case of the island of Porto Santo, the investigator chose the geographical delimitation. This geographical space was assumed to be the main area of tourism activity, where most of the tourism projects and tourism establishments are situated (Vila Baleeira and southern part of the island). Destinations are actually planned and managed on the tourism supply relying on definitions and a clear geographical delimitation to establish valid conclusions (Kastenholz, 2002). On a broader perspective, the northern part of the island should have not been excluded because of its existing rural hotel establishment and the existing number of small restaurants in the area. Due to the fact that most of the tourism activity takes place on the southern part of the island, the residents from the northern part of the island might have dislocated to the delimited geographical region.

The research instrument was tested and one of the main complaints was that it was rather long, yet easy to fill in. There was a little hesitation from the resident population in answering the questionnaire. The probable cause could have been the ongoing political questionnaires applied in the region. After a brief explanation of the purpose of the questionnaire there was less hesitation and more willingness to answer it.

The research instrument that was used, even though proven to be one of the most appropriate by many tourism scholars, had to be modified to better suit the reality of the tourism destination in question and may have been misunderstood. The variables that were selected for assessing the attitudes of the residents may be further examined.

7.4. RECOMMENDATIONS FOR FUTURE RESEARCH

Based on the findings of this study the following recommendations are made:

- a replicate study in areas at different stages of development is necessary to test the evolution of the attitudes towards tourism findings in a holistic approach.
- A similar replicate study could be done in the other councils of the Autonomous Region of Madeira which would then be used as an element of comparison and improve certain situations. In this way it would validate results in other regions of the island;
- expand the study to examine other stakeholders in tourism, such as the tourists i.e. there should also be a questionnaire for tourists to complement the information collected on the questionnaires administered to the residents;
- consider the influence of cultural values and political ideologies on residents' attitudes towards tourism;
- develop explanatory models that predict residents' attitudes towards tourism.
- improvement in the quantitative assessment instrument would be obligatory: i.e. the Likert scale could suffer modifications such as the «do not know» factor;
- in respect to the sample, there could be an increase in the number and variety of sampling sites and frequency of sampling to attempt to enhance representativeness of the sample;
- if there were another study conducted in the future with the same questionnaire in order to evaluate if the residents' attitudes had changed over time.

Due to the ambiguities of the conclusion of the attitudes of the residents towards tourism further studies are suggested to investigate these issues in more detail, possibly through a factorial analysis. Other variables should be studied and a model developed to enhance theory development. If tourism is to generate itself into a science it should continue borrowing theories and methodologies from other sciences, but also be able to

generate tourism theories. The cross-cultural comparison of residents' attitudes towards tourism could contribute towards the globalisation of the tourism theory.

Community based tourism should be achieved by following a successful example (McIntyre et. al, 1993; Inskeep, 1991). Even though Horn et. al (2002) state that more negative impacts are perceived by the residents through increasing tourism development and the increase in number of tourists and along time (Mason et. al, 2000), management and planning is important, considering factors such as a high degree of individual participation in the decision-making and a high amount of local ownership (Mitchell and Reid, 2001:114). This study on the residents' attitudes of Porto Santo clearly shows that there is a lack of proper management and planning through the heterogeneity in the responses obtained in the survey.

Porto Santo is a very closely-knit society, nevertheless as McIntosh et. al (1995) state a homogeneous community which is characterised by a particular response to the intense presence of tourism becomes diversified. This is shown by the heterogeneity in the responses to the survey instrument. However there is heterogeneity in community responses and diversity of resident attitudes (Ryan et. al, 1994) and within a society there are groups and individuals with mixed views (Hall, 1994; Joppe, 1996).

Ross (1992) states that perceived satisfaction of the residents of ongoing tourism development can be a factor that determines the residents' attitude. In the study of Porto Santo this is seen through the support shown by the residents towards the continuation of tourism development which they do not think is too fast. Perdue et. al (1990) state that a large experience in tourism often develop mechanisms to accommodate inconveniences and minimise the negative consequences which influence with the residents' attitudes to remain positive.

Getz (1994) states that attitudes are usually good predictors of behaviour. The factors that influence the residents' attitudes are the economic, socio-cultural and environmental impacts. However Gursoy and Jurowski (2002, 2004) state that demographic variables influence residents' attitudes, while Mason and Cheyne (2000) amongst others state other factors like proximity of the residence to tourism development influence attitudes as well as dependency on tourism (Smith and Krannich, 1998).

However there are certain conclusions on the residents' attitudes of Porto Santo that can be emphasised. As stated by Gursoy et. al (2002, 2004) the most influential factor of

residents' attitudes towards tourism is the intensity of visitor-resident contacts. In the study on Porto Santo those who are in close contact with the tourists have a more positive attitude. Murphy (1985) states that there are three determinants of residents' attitudes, namely: the type of host-visitor contact, the importance of tourism to an individual and a community to ensure its prosperity and the tolerance of the volume of business, as employee or employer. The study also showed that those who have a business in tourism or are employed in the tourism industry are more favourable towards tourism.

Murphy (1985) also suggests that those involved in the tourism are more likely to have positive attitudes. There is, however, one result in the study that does not coincide with former literature. Williams and Lawson (2001) state that the younger resident sees tourism as important for the development of a specific community but the results of this study show that the younger generations have more negative attitudes towards tourism. Yet the study does coincide with Williams and Lawson's theory (2001) that the older age group shows disinterest. The older generation does not like the change in life style or may view benefits positively but do not perceive the broad picture, the latter is shown in the study by all those who are not involved in tourism either through business, family relatives, employment or education.

Ross (1992) affirms that those educated or employed in tourism are aware of the benefits and losses of tourism and usually have a positive attitude towards tourism. The study on Porto Santo shows that the global attitudes of those employed or educated in tourism are more favourable towards tourism. Hernandez et. al (1996) state that information is of the utmost importance and that most residents are not well informed about the development (Keough, 1990). Those who are not involved in tourism view it positively on Porto Santo because of their lack of knowledge on tourism's reality.

Getz (1994) affirms that the evaluation of residents' attitudes is important to identify and measure tourism impacts, especially in small communities where the community is likely to react strongly towards tourism development because it is more visible (Mason et. al, 2000).

The quantitative approach, in terms of methodology, has proven useful in this research study. This line of research on residents' attitudes and values towards tourism is worth pursuing, because it has a large impact in the success or not of the sector of tourism depending mainly on the residents' attitudes in the host community of the destination area.

CHAPTER 8

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Appendix A

PILOT QUESTIONNAIRES

- **PORTUGUESE**
- **ENGLISH**



Estudo sobre a opinião dos Residentes

Questionário a Residentes 2004

I Parte – “Sentimento” sobre o turismo na ilha do Porto Santo

1. Instruções

As questões seguintes prendem-se com as suas opiniões sobre o impacto do turismo na ilha do Porto Santo

1. Em sua opinião, qual é a percentagem de receitas fiscais geradas pelo turismo, no Porto Santo.
 - Menos de 10%
 - Mais de 10% mas menos que 25%
 - Mais de 25% mas menos que 50%
 - Mais de 50%
 - Não faz ideia
2. Será a indústria turística a que produz mais receita na ilha?
 - Sim
 - Não
 - Não sabe
3. Aproximadamente, qual a percentagem de emprego gerado pelo turismo.
 - Menos de 10%
 - Mais de 10% mas menos que 25%
 - Mais de 25% mas menos que 50%
 - Mais de 50%
 - Não faz ideia

II Parte

As Atitudes e opiniões acerca das componentes da indústria turística

Instruções

Nesta secção indique, por favor, o item com o qual está de acordo ou em desacordo. Não há lugar para respostas erradas. Só queremos saber as suas opiniões. Por Favor indique a sua resposta com um círculo.

	Concorda Absolutamente	Concorda	Não Concorda Nem Discorda	Discorda	Discorda Absolutamente
1. No fundo, os turistas que chegam ao Porto Santo não têm em conta os recursos da ilha.	5	4	3	2	1
2. Se não fosse o turismo, a ilha não poderia suportar muitos dos seus equipamentos culturais e recreativos.	5	4	3	2	1
3. A indústria turística gere muitas oportunidades de emprego para os residentes do Porto Santo	5	4	3	2	1
4. No seu todo, a indústria turística regula bem controla as suas actividades.	5	4	3	2	1
5. Eu gosto muito dos turistas desde que eles não venham para ficar.	5	4	3	2	1
6. Eu penso que o turismo no Porto Santo causou subidas nos impostos para os residentes por causa das necessidades acrescidas como estradas.	5	4	3	2	1
7. Penso que o turismo melhorou a qualidade de vida na ilha.	5	4	3	2	1
8. A ilha seria um lugar melhor se não houvesse turistas.	5	4	3	2	1

	Concorda Absolutamente	Concorda	Não Concorda Nem Discorda	Discorda	Discorda Absolutamente
9. Penso que os nossos legisladores deveriam apoiar os esforços feitos no desenvolvimento turístico na ilha.	5	4	3	2	1
10. Penso que o governo regional deveria ser mais permissivo se necessário, para estimular mais crescimento económico do turismo na ilha.	5	4	3	2	1
11. Os turistas que vêm para o Porto Santo não são normalmente muito simpáticos (calorosos).	5	4	3	2	1
12. Os turistas não pagam o que deviam em relação aos serviços postos á disposição deles.	5	4	3	2	1
13. A indústria turística é boa para a economia do Porto Santo.	5	4	3	2	1
14. A indústria turística é útil para a região em que vive.	5	4	3	2	1
15. Os turistas que tenho visto das lojas e centros comerciais são rudes e indelicados.	5	4	3	2	1
16. Penso que os turistas deveriam ser mais penalizados que os residentes no pagamento dos serviços utilizados.	5	4	3	2	1
17. Os membros da indústria turística (hotéis, restaurantes, atracções, transporte aéreo, taxi, autocarros, etc.) deveriam pagar impostos mais elevados do que as outras indústrias da ilha.	5	4	3	2	1
18. A indústria turística na nossa ilha está demasiado concentrada.	5	4	3	2	1

	Concorda Absolutamente	Concorda	Não Concorda Nem Discorda	Discorda	Discorda Absolutamente
19. As nossas atracções na nossa ilha não prestam serviços á comunidade.	5	4	3	2	1
20. O Porto Santo tem uma grande variedade de restaurantes de qualidade.	5	4	3	2	1
21. Penso que os planos para atrair mais turistas para a ilha constituía uma boa ideia.	5	4	3	2	1
22. As atracções na nossa ilha são de interesse cultural e educativo.	5	4	3	2	1
23. Os hotéis da ilha são do melhor que tenho visto.	5	4	3	2	1
24. Acho que deve haver um crescimento limitado na ilha em que vivo.	5	4	3	2	1
25. Acho que o Porto Santo está a crescer com demasiada rapidez.	5	4	3	2	1
26. Tem-se dado demasiada importância ao turismo no Porto Santo.	5	4	3	2	1
27. As ligações aéreas para o Porto Santo são boas devido ao turismo.	5	4	3	2	1
28. Haveria pouco congestionamento de tráfego se não fossem os turistas.	5	4	3	2	1
29. A indústria turística tem um peso exagerado na ilha.	5	4	3	2	1
30. O dinheiro gasto em publicidade para atrair turistas para o Porto Santo é um bom investimento.	5	4	3	2	1

III Parte

Dê a sua opinião.

O que se segue liga-se com opiniões em relação ao turismo. Abaixo encontra-se alguns benefícios potenciais e custos que o turismo provem à sua família. Por favor, hierarquize os benefícios e custos pondo 1, para melhor, 2 para o seguinte e assim sucessivamente.

Benefícios

- 31. ____ Entretenimento
 - 32. ____ Impostos mais baixos
 - 33. ____ Mais receitas fiscais
 - 34. ____ Valorização do património
 - 35. ____ Emprego
 - 36. ____ Necessidade de planeamento
-

Custos

- 37. ____ Tráfego
 - 38. ____ Áreas superpovoadas
 - 39. ____ Aumento de preços
 - 40. ____ Aumento da Criminalidade
 - 41. ____ Subida de impostos
 - 42. ____ Segregação de população residente
-

Dados pessoais e Demográficos

Gostaria que respondesse as seguintes breves questões acerca de si.
Toda a informação será absolutamente confidencial.

43. a) Em que grupo etário se posiciona?

Homem ☐

Mulher ☐

- A. 15-24 ____
- B. 25-34 ____
- C. 35-44 ____
- D. 45-54 ____
- E. 55-64 ____
- F. + 65 ____

b) Em que grupo está inserido(a)?

- A. Solteiro(a) _____
- B. Casado(a) _____
- C. Viuvo(a) _____
- D. Divorciado(a)/Separado(a) _____

c) Olhando para as seguintes categorias, onde se escolha melhor?

A. Emprego (Full time + de 30h por semana) _____

B. Emprego (Part time – de 29h por semana) _____

C. Estudante _____

D. Desempregado _____

E. Pensionista _____

F. Doméstica/Marido _____

G. Outros, Especifique: _____

d) Se está empregado(a) em full-time ou part-time:

Em que sector / tipo de empresa? _____

Qual é a sua profissão? _____

Qual é a sua posição? _____

Que habilitações possui? _____



Estudo sobre a opinião dos Residentes

Residents' Questionnaire 2004

1st Part – “Feeling” on Tourism in Porto Santo

Instructions

The following questions are in regard to your opinions over the impact of Tourism on the island of Porto Santo.

1. In your opinion, approximately what percentage of the tax revenue do you believe the tourism industry in Porto Santo generates.
 - 0 - 10%
 - 10% - 25%
 - 25% - 50%
 - More than 50%
 - Have no idea how much

2. Is the tourism industry in your opinion the largest revenue producing industry on our island.
 - Yes
 - No
 - I do not know

3. Approximately what percentage of Porto Santo's employment is generated by the tourism industry.
 - 0 - 10%
 - 10% - 25%
 - 25% - 50%
 - more than 50%
 - Have no idea how much

2nd Part

Attitudes towards Tourism

Instructions

In this section, please, indicate the item that you agree or disagree upon. There are no wrong answers. We want to know your opinion. Please indicate your response with a circle.

	Absolutely Agree	Agree	Do not agree Do not disagree	Disagree	Absolutely Disagree
1. As a whole, tourists who come to Porto Santo are inconsiderate of our island resources.	5	4	3	2	1
2. If it was not for the tourism industry, this island could not support many of its cultural and recreational facilities.	5	4	3	2	1
4. The tourism industry provides many worthwhile employment opportunities for residents on Porto Santo.	5	4	3	2	1
4. On the whole, the tourism industry regulates and policies its activities well.	5	4	3	2	1
5. I like most tourists as long as they do Not move here to stay. para ficar.	5	4	3	2	1
6. I believe that Tourism in Porto Santo has caused taxes to go up for residents because of basic needs.	5	4	3	2	1
7. I believe that the tourism industry has improved the quality of life on the island.	5	4	3	2	1
8. This island would be a better place if there were no tourists here.	5	4	3	2	1

	Absolutely Agree	Agree	Do not agree Do not disagree	Disagree	Absolutely Disagree
9. Do you think that the government should support the efforts for tourism development on the island.	5	4	3	2	1
10. Do you think that the regional government should be more permissive if necessary, towards a greater economic growth of tourism on the island.	5	4	3	2	1
11. The tourists that come to Porto Santo are usually not very friendly	5	4	3	2	1
12. The tourists do not pay their “fair share” for the services provided for them.	5	4	3	2	1
13. The tourism industry is good for the economy of Porto Santo.	5	4	3	2	1
14. Overall, the tourism industry does a good job in supporting the region in which I live.	5	4	3	2	1
15. The tourists I have seen in our shopping malls and stores are generally rude and pushy.	5	4	3	2	1
16. I feel that tourists should be taxed to a greater extent than local citizens to pay for the services they use.	5	4	3	2	1
17. I feel the members of the tourism industry (i.e. hotels, restaurants, attractions, airlines, travel agencies, taxi, etc.) should be taxed more than other industries on our island	5	4	3	2	1
18. The tourism industry on our island is too commercialised.	5	4	3	2	1

	Absolutely Agree	Agree	Do not agree Do not disagree	Disagree	Absolutely Disagree
19. The tourism industry does not provide services to the community.	5	4	3	2	1
20. Porto Santo has a great variety of quality restaurants.	5	4	3	2	1
21. I think that the plan to attract more tourists to the island is a good idea.	5	4	3	2	1
22. The attractions on our island is educational and of cultural interest.	5	4	3	2	1
23. The hotels on the island are the Best that I have ever seen.	5	4	3	2	1
24. I think that there has to be limited growth on the island.	5	4	3	2	1
25. I think that Porto Santo is Growing too rapidly.	5	4	3	2	1
26. Porto Santo gives too much importance to tourism.	5	4	3	2	1
27. The airlinks are of a good quality Due to tourism in Porto Santo.	5	4	3	2	1
28. There would be less congestion if There were no tourists.	5	4	3	2	1
29. Porto Santo is too dependent on tourism.	5	4	3	2	1
30. The advertising money spent by the Government and related bodies to attract tourists is a good investment.	5	4	3	2	1

3rd Part

Give your opinion.

These statements are in relation to your opinion on tourism. Below, you will find some potential benefits and costs that tourism may have on your family. Please, in descending order, point out the benefits and costs, 1 = best, 2 = second best, etc.

Benefits

- 31. ____ Entertainment
 - 32. ____ Less taxes
 - 33. ____ More internal revenue
 - 34. ____ Valorisation of Patrimony
 - 35. ____ Employment
 - 36. ____ Need in planning
-

Costs

- 37. ____ Traffic
 - 38. ____ Overpopulated areas
 - 39. ____ Increase in prices
 - 40. ____ Increase in crime
 - 41. ____ Increase in taxes
 - 42. ____ Segregation of the resident population
-

Demographic and Personal Information

Please answer the following questions.

All information is absolutely confidential

43. a) To what gender and age group do you belong to?

Masculine ☐

Feminine ☐

- G. 15-24 ____
- H. 25-34 ____
- I. 35-44 ____
- J. 45-54 ____
- K. 55-64 ____
- L. + 65 ____

b) To what group do you belong?

- A. Single _____
- B. Married _____
- C. Widowed _____
- D. Divorced/Separated _____

c) Looking at the following categories, choose the one that is best suited for you?

H. Employment (Full time + de 30h per week) _____

I. Employment (Part time – de 29h per week) _____

J. Student _____

K. Unemployed _____

L. Pensioner _____

M. Housewife / Man _____

N. Others, specify: _____

d) If you are employed full-time or part-time:

In what sector / type of company? _____

What is your profession? _____

What is your position? _____

What is your Literacy Level? _____

Appendix B

MAIN QUESTIONNAIRES

- **PORTUGUESE**
- **ENGLISH**



UNIVERSIDADE DE AVEIRO

ESTUDO SOBRE RESIDENTES

FREGUESIA ONDE RESIDE:

Por favor indique a sua resposta pondo um sinal X no lugar apropriado. As questões seguintes dizem respeito aos seus pontos de vista acerca da importância económica do turismo na Ilha da Madeira.

☒☒☒

Q.1. QUAL É A PERCENTAGEM APROXIMADA DAS RECEITAS FISCAIS GERADAS PELO TURISMO NO PORTO SANTO?

- 0 – 10% ☐
- 11 – 25% ☐
- 26 – 50% ☐
- mais de 50% ☐
- não faz ideia ☐

Q.2. CONSIDERA O TURISMO O MAIOR PRODUTOR DE RECEITAS FISCAIS NA NOSSA ILHA?

- Sim ☐
- Não ☐

Q.3. QUAL É A PERCENTAGEM, APROXIMADA, DE EMPREGO CRIADO PELO TURISMO NO PORTO SANTO?

- 0 – 10% ☐
- 11 – 25% ☐
- 26 – 50% ☐
- mais de 50% ☐
- não faz ideia ☐

A SUA OPINIÃO CONTA!

Q.4. A SEGUIR APRESENTA-SE UMA LISTA DE 23 CONSIDERAÇÕES ACERCA DO TURISMO. ATÉ QUE PONTO CONCORDA OU DISCORDA?

	Discorda Absolutamente			Concorda Absolutamente	
4.1. Em Geral, os turistas que chegam ao Porto Santo não têm respeito pelos recursos da ilha.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.2. Se não fosse a indústria turística a ilha não poderia aguentar alguns dos seus recursos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.3. A indústria turística fornece muitas oportunidades de emprego para os residentes do Porto Santo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.4. No seu conjunto, cada um dos sectores da indústria turística administra bem as suas actividades.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.5. Eu gosto dos turistas desde que eles não venham cá para ficar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.6. Penso que o turismo no Porto Santo provocou subida de impostos para os residentes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.7. Penso que a indústria turística melhorou a qualidade de vida na ilha.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.8. Esta ilha seria um lugar melhor se não tivesse cá turistas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.9. Os turistas que chegam ao Porto Santo não são geralmente muito amigos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.10. Os turistas deveriam ou não pagar mais do que os residentes pelos serviços que lhes são prestados.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.11. A indústria turística é boa para a economia do Porto Santo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.12. No seu todo a indústria turística faz bem o seu papel no apoio a esta região.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5

	Discorda Absolutamente					Concorda Absolutamente
4.13. Os turistas que tenho visto são geralmente malcriados e antipáticos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.14. Eu penso que os turistas deveriam pagar mais impostos que os residentes pelos serviços que utilizam.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.15. Todos os que directamente usufruem do benefício económico gerado pelo turismo deveriam pagar mais impostos do que outras indústrias na nossa ilha.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.16. Acha que o comércio existente beneficia com o turismo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.17. Eu sou a favor do que se deve limitar o crescimento económico na ilha onde eu vivo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.18. Eu penso que o Porto Santo esta a crescer demasiado.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.19. O Porto Santo está demasiado dependente no turismo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.20. As ligações aéreas no Porto Santo são boas por causa do turismo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.21. Haveria poucos engarrafamentos se não houvesse turistas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.22. A indústria turística tem muita força política na ilha.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	
4.23. O dinheiro gasto em publicidade, pelo governo, e outros departamentos, para atrair turistas é um bom investimento.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1	2	3	4	5	

***Q.5. AS SEGUINTE 3 CONSIDERAÇÕES RELACIONAM-SE COM OS SEUS PONTOS DE VISTA
ACERCA DO APOIO AO GOVERNO AO TURISMO.***

5.1. Acha que se deveria estimular o esforço a favor do desenvolvimento turístico.

Sim ☐

Não ☐

5.2. O crescimento do turismo precisa de mais apoio neste destino.

Sim ☐

Não ☐

5.3. A estratégia para atrair mais turistas para o Porto Santo é uma boa ideia.

Sim ☐

Não ☐

Q.6. ACERCA DE SI

6.1. A que sexo pertence

Masculino ☐

Feminino ☐

6.2. Em que grupo etário (idade) se situa

15 – 24 ☐

25 – 34 ☐

35 – 44 ☐

45 – 54 ☐

55 – 64 ☐

+ 65

6.3. Qual é o máximo de habilitações que tem (indique um somente)

Menos do que a escola ☐

Primária Completa ☐

Escola Primária ☐

Escola secundária ☐

Ensino Superior ☐

6.4. Tem estudos em turismo

Sim ☐

Não ☐

O.7. ACERCA DO SEU TRABALHO

7.1. Qual é o seu caso na lista que se segue?

- | | |
|----------------------------|--------------------------|
| 1. Emprego (Tempo total) | <input type="checkbox"/> |
| 2. Emprego (tempo parcial) | <input type="checkbox"/> |
| 3. Estudante | <input type="checkbox"/> |
| 4. Desempregado | <input type="checkbox"/> |
| 5. Pensionista | <input type="checkbox"/> |
| 6. Doméstica / Doméstico | <input type="checkbox"/> |
| 7. Outro | <input type="checkbox"/> |

7.2. Ganha a sua vida no turismo?

- Sim ☐
- Não ☐

7.3. Tem algum contacto directo com os turistas como parte do seu trabalho?

- Sim ☐
- Não ☐

7.4. Tem algum negócio relacionado com o turismo?

- Sim ☐
- Não ☐

7.5. Tem algum familiar próximo relacionado com o turismo como fonte de rendimento ou emprego?

- Sim ☐
- Não ☐



AVEIRO UNIVERSITY

STUDY ON RESIDENTS

PARISH WHERE YOU RESIDE:

Please indicate your response with an X in the appropriate space. The following questions are in reference to your point of view over the economic importance of tourism on the island of Porto Santo.

☒ X

☒ X

☒ X

Q.1. APPROXIMATELY WHAT PERCENTAGE OF THE TAX REVENUES DO YOU BELIEVE THE TOURISM INDUSTRY IN PORTO SANTO GENERATES?

0 – 10% ☐

11 – 25% ☐

26 – 50% ☐

more than 50% ☐

have no idea ☐

Q.2. IS THE TOURISM INDUSTRY IN YOUR OPINION THE LARGEST REVENUE PRODUCING INDUSTRY ON OUR ISLAND?

Yes ☐

No ☐

Q.3. APPROXIMATELY WHAT PERCENTAGE OF PORTO SANTO'S EMPLOYMENT IS GENERATED BY THE TOURISM INDUSTRY?

0 – 10% ☐

11 – 25% ☐

26 – 50% ☐

more than 50% ☐

have no idea ☐

YOUR OPINION COUNTS!

Q.4. THE FOLLOWING 23 STATEMENTS ARE ABOUT TOURISM. TO WHAT POINT DO YOU AGREE OR DISAGREE?

	Strongly Disagree				Strongly Agree
4.1. As a whole, tourists who come to Porto Santo are inconsiderate of our island resources.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.2. If it was not for the tourism industry, this island could not support many of its cultural and recreational facilities.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.3. The tourism industry provides many worthwhile employment opportunities for residents of Porto Santo.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.4. On the whole, the tourism industry regulates the policies its activities well.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.5. I like the tourists as long as they do not move here to stay.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.6. I believe that tourism in Porto Santo has caused taxes to go up for the residents of Porto Santo because of extra police needs, roads and so on.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.7. I believe that the tourism industry has improved the quality of life on the island.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.8. This island would be a better place if There were no tourists here.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.9. The tourists that come to Porto Santo are usually not very friendly.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.10. The tourists do not pay their "fair share" for the services provided for them.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.11. The tourism industry is good for Porto Santo's economy	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
4.12. Overall the tourism industry does a good job in supporting the region in which I live.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

	Strongly Disagree				Strongly Agree
4.13. The tourists I have seen in our shopping malls and stores are generally rude and pushy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.14. I feel that the tourists should be taxed to a greater extent than local citizens to pay for the services they use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.15. I feel that the members of the tourism industry (e.g. hotels, restaurants, cafes, attractions, airlines, travel agencies, taxis, rent a car and bus transportation) should be taxed greater than other industries on our island.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.16. The tourism industry on our island is too commercialised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.17. I am in favour of limiting economic growth on the island in which I live.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.18. I feel that Porto Santo is growing too fast.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.19. Porto Santo is too dependent on tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.20. The airline connections in Porto Santo are good because of tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.21. There would be little traffic congestion if not for the tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.22. The tourism industry has too much political influence on the island.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5
4.23. The advertising money spent by the government and related bodies to attract tourists is a good investment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5

Q.5. HE FOLLOWING QUESTIONS ARE IN RELATION TO YOUR POINT OF VIEW ABOUT THE GOVERNAMENTAL SUPPORT TOWARDS TOURISM.

5.1. Our legislators should support tourism development efforts on the island.

Yes ☐

No ☐

5.2. The growth of tourism needs further encouragement on the island.

Yes ☐

No ☐

5.3. The planned expansion to attract more tourists to the island is a good idea.

Yes ☐

No ☐

Q.6. ABOUT YOU

6.1. Gender

Male ☐

Female ☐

6.2. Which age group are you in?

15 – 24 ☐
 25 – 34 ☐
 35 – 44 ☐
 45 – 54 ☐
 55 – 64 ☐
 + 65 ☐

6.3. What is your highest education level (tick only one)

No Schooling ☐

Less than Primary School ☐

Primary School ☐

Secondary School ☐

Higher Education ☐

6.4. Do you have studies in Tourism?

Yes ☐

No ☐

Q.7. ABOUT YOUR WORK

7.1. Which of the following categories applies to you?

- | | |
|-------------------------|--------------------------|
| 8. Full-time employment | <input type="checkbox"/> |
| 9. Part-time Employment | <input type="checkbox"/> |
| 10. Student | <input type="checkbox"/> |
| 11. Unemployed | <input type="checkbox"/> |
| 12. Pensioner | <input type="checkbox"/> |
| 13. Housewife / Man | <input type="checkbox"/> |
| 14. Other | <input type="checkbox"/> |

7.6. Do you earn your living in tourism?

- | | |
|-----|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |

7.7. Do you have direct contact with tourists as part of your work?

- | | |
|-----|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |

7.8. Do you own a business related to tourism?

- | | |
|-----|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |

7.9. Is any member of your immediate family involved in tourism?

- | | |
|-----|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |

Appendix C

➤ **PORTO SANTO**

DETAILED PLANS OF PORTO SANTO

In reference to chapter five based on the destination area of Porto Santo, there is a more complete and explicit explanation of the composition of the projects stipulated for this island destination. These projects include the following:

- ❑ The Market of Porto Santo ⁽¹⁾
- ❑ The revitalization of the Historical Centre of the Town, “Jardim do Infante” ⁽²⁾
- ❑ The congress and cultural centre ⁽³⁾
- ❑ The handicraft centre ⁽⁴⁾
- ❑ The Public Service Building ⁽⁵⁾
- ❑ The promenade of “Penedo do Sono” ⁽⁶⁾
- ❑ The sport zone of the “Penedo do Sono” ⁽⁷⁾
- ❑ The promenade “Passeio Dunar” ⁽⁸⁾
- ❑ The golf course ⁽⁹⁾
- ❑ The complex of tennis courts ⁽¹⁰⁾
- ❑ Measures of the safe keeping of the beaches ⁽¹¹⁾
- ❑ The horse back riding centre ⁽¹²⁾
- ❑ Renovation of the Baiana Building ⁽¹³⁾
- ❑ Renovation of the old Public Service Building and the library ⁽¹⁴⁾

The Market of Porto Santo implemented the following criteria: ⁽¹⁾

- A modern structure conceived such a form to create a functional area for its users,
- With central localization, easy access and capacity for a reception for necessities,
- Includes area and equipment necessary for selling fish, agricultural products, fruits and vegetables, with the respective refrigerators, a butcher, a ice cream parlour and a small bar,
- Has the sole purpose to was to liven the surrounding commerce, causing an increase flux of people, making it necessary to create such an infrastructure,
- Supporting bars and kiosks permit great openings to the beach area, the sea and the promenade,
- The rent belongs to the Municipal Hall of Porto Santo, and
- The renovation of a degraded area of the town.

The project that was responsible for the revitalization of the historical centre of the town, “Jardim do Infante”, the following measures were taken: ⁽²⁾

- Treatment of the exterior spaces, urban mobility and illumination equipment,
- Urban comfort and better use of public spaces,
- Play ground
- Open air amphitheatre
- Permitting the revitalization of the most diverse events, such as concerts, fiestas and beach animation,
- Promenade between the quay and the “Ribeira do Tanque”,
- Better quality for leisure space,

- An open area for the sea of a revitalised area.

The conclusion of The Cultural and congress Centre of Porto Santo in August of 2003 took into consideration the following measures: ⁽³⁾

- Main auditorium for approximately 300 persons for congresses, musical concerts, movie projections, theatre and Dance,
- Area of exhibitions, reception hall, reunions and workshops with bars and multifunctional spaces prepared for cocktails and meals,
- Conditions for multimedia presentations, equipped with the most sophisticated projection, sound, video and simultaneous translation systems,
- Offices for the utilization and support of the organization of congresses, with all communication facilities and access to internet,
- Underground parking for 106 cars,
- Commercial area

The handicraft Centre of Porto Santo has three main objectives with its conclusion, being them the following: ⁽⁴⁾

- Spaces dedicated for the commercialisation of pieces of handicrafts, proportioning the visitors a direct contact with the form of production of these pieces, as well as the techniques of production, the main objective being the perpetuation of the handicraft of this region,
- Shops and some workshops for the production of pieces of handicrafts, enclosed in a collection of common services that are integrated in a exhibition hall, a multifunctional hall, a restaurant and a esplanade,
- A building complete with an urban integration of spaces together with the market place and the “Jardim do Infante”.

For the contribution of supporting tourism services to the citizen, a modern and functional reception infrastructure, integrating various organisms, which are the following: ⁽⁵⁾

- The municipal hall of Porto Santo,
- The council of Porto Santo,
- The municipal assembly of Porto Santo,
- Condign installation of the representative institutions of the people of Porto Santo and easy access for the citizens to public services.

The last project concluded in August of 2003 was the “Penedo do Sono – Leisure Zone”. The following were enclosed in this project: ⁽⁶⁾

- It contemplated the construction of a promenade and nine bars and restaurants owned on a private basis,

- There is a macro structure implemented in this project that has as the main purpose of creating a new area for leisure and sport on the island,
- Renovation of a degraded area and without utility, that in the future prospects nocturnal animation in Porto Santo in an adequate area, avoiding the centre of town and complying with the noise laws that could perturb the rest of the residents and the tourists that seek peace and rest on the golden island.

The new leisure zone of the “Penedo do Sono” is also known as the “Docks”, because of the resemblance of the Docks of Santo Amaro, in Lisbon. This space introduces a new concept of nocturnal and diurnal diversion.

The “Penedo do Sono” – the Sport Zone concentrates on the following: ⁽⁷⁾

- It contemplates the construction of a multifunctional stadium for sporting activities on the beach sand, mainly beach football and volleyball. The project also contemplates the construction of two swimming pools, a zone of radical sports and a diving centre,
- Porto Santo in this way is going to have bigger possibilities of receiving international sport events and therefore bring more tourism.
- This project foresees a nocturnal and diurnal zone of recreation of quality, with all the conditions for receiving various sporting events. These infrastructures are going to renovate a degraded area, establishing a better environment for Porto Santo.

The “Passeio Dunar Promenade” (the dune promenade) of Porto Santo ⁽⁸⁾ is the continuity of the first phase of the promenade already done in the zone of the market place and the “Jardim do Infante” proportioning a promenade from the old area where fish is sold until the camping site of Porto Santo. This project is concluded this year and proportions two distinct lanes. One without vertical elements, besides the lampposts, destined for pedestrians and cyclists. The other will have vertical elements such as palm trees. This area is going to provide shade and benches for resting purposes.

The Golf Course ⁽⁹⁾ is considered as one of the most significant projects of the island, considering that it may minimise seasonality. Its conclusion is foreseen in September of 2004.

The project is divided into two phases. The first phase of the construction of the golf course of Porto Santo is going to occupy an area that reaches the Chapel of St. Peter until the area of the Marines in the northern coast, in the west the peak of Ana Ferreira and in the east limited by the Ribeiro Salgado. In the first stage, there are two circuits of nine holes and a Pitch and Put of nine holes nocturnal illumination. The second phase has another two nine-hole circuits. It is the largest infrastructure built up until our days in Porto Santo, being the project that will surely minimise seasonality.

Besides this sport infrastructure, there is going to be a tennis complex ⁽¹⁰⁾. The tennis Complex of Porto Santo will also include the golf course and the Horseback Riding Centre. This infrastructure is situated

in the hotel area of the island and will have a fundamental part in the development of the island in the sector of quality tourism.

The complex is made up of a total of seven tennis courts equipped with seating and adequate technical conditions for the reception of international events. There will also be bathing infrastructures and a technical support complex.

The measures for the safe keeping of the Beach ⁽¹¹⁾ are also important because it is the main tourist attraction for the island. These measures have no time limit. They are measures of protection and are continuous. Among these measures are the following:

- Access to the beach through means of side-walks and information panels,
- Measures of recovery of the dunes, biological studies, recuperation of the degraded areas with a replacement of sand,
- Implementation of measures of the ordainment of the beach with the environmental preservation of all the surroundings.

The Equitation Centre ⁽¹²⁾ is part of the sport centre situated in the hotel area, it is concluded and functioning. It guarantees the continuation of the practice of equitation in Porto Santo. Equitation is an activity total adequate to the conditions of the island, namely the topographical conditions, just as the edaphoclimatic conditions for the production of hay for the animals. This attraction is an essential competitive factor for this tourism activity that guarantees more quality, diversity and a larger amount of attractions for the destination. Besides these advantageous characteristics, the centre is provided with hipotherapy for the disabled. Hipotherapy is a therapeutic activity destined mainly for the disabled. It is a dynamic treatment that uses the movement of the horse, to develop equilibrium, posture, mobility, a cognitive part, behavioural communication and psychology. Horseback riding offers benefits due to the transmission of the continuous movement of the horse and the rider. Some of the pathologies that benefit with this therapy are cerebral paralysis, epilepsy, autism, medullar lesions, vascular accidents, biphide spine, trissomy (chrisom) 21, multiple sclerosis, Down syndrome and Rett syndrome. Besides these factors, the children and teenagers with intellectual problems and marginal behaviour problems can also be helped with this type of therapy.

The restoration of the Baiana Building ⁽¹³⁾ is the recovery of one of the oldest buildings in the entire centre of town. Its is building of great beauty situated near the Congress and Cultural Centre, integrated in a complex with a great open space and all the amplitude for the promenade zone. The recuperation of this degraded area and of some insalubrity, permits the increase of the square and it's enclosing in the Colombus House. Its facades and primitive trace were restored. Its conclusion was programmed for the year 2004.

The restoration of the old public service building and the library ⁽¹⁴⁾ was already concluded in 2003. The restoration of the building where for many years was where the public services were installed, such as

the notary, the conservatory of civil register, the finances among others that have been transferred to the new building. The restoration of the exterior façade of the building maintained its original trace. Its interior space was readapted. The first floor is a bar / restaurant for the congress centre, just as the restoration of the space of the library with new support equipment for the archives and the reading room.

In a report of the jornal, “Diário de Notícias da Madeira” (08 August 2004), the president of the development Society of Porto Santo, Francisco Taboada states that the islet of Cal (Lime) is going to be remodelled, with access by cable car, the trekking paths, the tunnels and the caves are going to be renovated and repaired. This project is to be concluded before the summer of 2005. The SDPS intends to create one more touristic attraction. The cable car is going to be the greatest innovation and the largest investment of this project, extending from Calheta (Porto Santo) to the islet of the Cal. The construction of the cable car will permit a more comfortable means of transport to the islet but also recuperate the investment and allow the return of the capital invested in the project of the restoration of the islet. It will also permit the island of Porto Santo to be seen from a different perspective. The structure is going to extend over a distance of 1,500 meters in four minutes, each cabin transporting six people; the cable car will be able to have a capacity of a hundred people per hour.

According to the president of the SDPS, this islet is of great tourism interest and the SDPS is recuperating the trekking paths, tunnels and caves that exist on this destination. The main objective being that the people that visit the islet can do trekking from one side of the islet to the other. The paths are going to be built with the same regional material that was used in the days that the lime was extracted, going through the interior of the islet. Among those to be renovated there are: the Vereda de Engarde Grande and the one of the Portinho. The tunnels and the caves are going to be renovated because they are of great tourism interest, these structures being the result of the lime extraction that was the largest mineral industry in the first half of the last century of the Maderian archipelago. Some of these tunnels are kilometres long and result from the lime excavation, crossing the island from north to south in authentic maze of caves of great dimensions, some of them having access to the sea, others through the central plateau of the islet.

Two lookout points are going to be built over the beach and towards the island of Porto Santo at an altitude of 160 meters on the top of the plateau. The lookout points are going to be built by the natural reddish tone stone of the islet. The tunnels and the caves being historic-cultural patrimony, in one of the interior spaces, there are going to be built some sort of museum.

ADDITIONAL TOURISM STATISTICS OF PORTO SANTO

Table 4.9. Total Number of Establishments and Lodging Capacity

Areas of Characterization (Indicators)	No. of establishments	No. of Rooms	No. of beds	Capacity of Lodging
Total	8	648	1235	1320
Hotels	4	515	995	1050
*****	0	0	0	0
****	3	415	816	850
***	1	100	179	200
**	0	0	0	0
Hotel Apartments	1	63	130	130
***** + ****	1	63	130	130
***	0	0	0	0
**	0	0	0	0
Tourism Apartments	0	0	0	0
Pensions	2	66	102	132
1st Category	1	24	24	48
2nd Category	1	42	78	84
3rd Category	0	0	0	0
Pousadas	0	0	0	0
Inns	0	0	0	0
Rural Tourism	1	4	8	8

Source: DRE: Census 2001

Table 4.9. represents the total number of establishments and lodging capacity which is registered on the island of Porto Santo in 2001. The hotels verify to be in larger number (4) in comparison with the other types of lodgings. It is followed by the pensions (2), the hotel-apartments (1) and the rural tourism establishment (1). There is also a large supply of illegal beds, as well as second homes of maderian residents, used mostly during the summer. There is an estimate of the occupation of illegal beds and second homes but the margin is uncertain.

Table 4.10. Evolution of Lodging Capacity by Municipality 2000-2004

	2000		2001		2002		2003		2004		Prevision of POT for 2013
	Beds	%	Beds	%	Beds	%	Beds	%	Beds	%	
Funchal	17.637	71,9	18.120	67,5	18.764	67,4	19.224	67,3	18.734	67,3	23 000
Santa Cruz	2 490	10.2	3 681	13.7	3 689	13.3	3 701	13.0	3 684	13.2	5 500
Machico	706	2.9	714	2.7	718	2.6	810	2.8	767	2.8	
Câmara de Lobos	158	0.6	158	0.6	158	0.6	260	0.9	380	1.4	
Ribeira Brava	350	1.4	438	1.6	446	1.6	452	1.6	600	2.2	4 000
Ponta do Sol	152	0.6	294	1.1	286	1.0	286	1.0	393	1.4	
Calheta	644	2.6	789	2.9	810	2.9	863	3.0	1 491	5.4	
Santana	324	1.3	391	1.5	433	1.6	399	1.4	835	3.0	2 500
S.Vicente	404	1.6	404	1.5	616	2.2	616	2.2	284	1.0	
Porto Moniz	207	0.8	419	1.6	421	1.5	421	1.5	418	1.5	
Porto Santo	1 488	5.9	1 452	5.4	1 494	5.4	1 544	5.4	256	0.9	4 000
Total	24.520	100	26.860	100	27.835	100	28.576	100	27.842	100	39 000

Source: Direcção Regional de Estatística da Madeira (DREM) and Direcção Regional de Turismo da Madeira 2005

Table 4.10. shows the evolution of the lodging capacity by municipality. The municipality with the greatest evolution in lodging capacity is Funchal, followed by Santa Cruz and the third in ranking is Porto Santo with the exception of the year of 2004. The rate of evolution from 2000 to 2003 is equivalent to 5.4 % with the exception of 2000 where the evolution is of 5.9%. In the municipality of Santa Cruz and Funchal the evolution continues at a stable rate. Yet in the municipality of Porto Santo it decreased by 4.5% to 0.9%. This may be due to the fact that there was a greater amount of development on the new sport and business projects and the restoration of the historical buildings rather than on a greater amount of lodging capacity.

Table 4.11. Commercial Air Traffic and Passengers in Porto Santo and Madeira 2004

	Porto Santo		Madeira	
	Commercial Air Traffic	Commercial Passengers	Commercial Air Traffic	Commercial Passengers
Interior	2 486	54 699	2 742	54 364
Territorial	255	14 498	3 835	472 842
Rest. Schengen	12	283	3 210	330 140
Schengen	2 753	69 480	9 787	857 346
UE Not Schengen	7	557	1 563	227 887
International	0	0	129	10 702
Total	2 760		11 479	1 103 065
Non Commercial				
Local	---	70 037	---	1 095 935
Traffic	---	4 123	---	7 130
Total	650	74 160	811	516
Total Airport	3 410	69 541	12 290	1 103 581

Source: ANAM 2004

Table 4.11. above shows the commercial air traffic and commercial passengers of Porto Santo and Madeira in 2004.

Madeira has the most air traffic and passenger flux, proving to be the main tourism destination and Porto Santo the complementary island destination.

Porto Santo shows that there are no international flights or passengers, however it does receive flights from the European Union, Schengen or otherwise. Even though domestic air traffic in comparison to Madeira is limited, the commercial passengers travelling to Porto Santo are slightly more than those that depart from Porto Santo possibly because the residents have a larger discount to travel by ferry to Madeira rather than by aeroplane.